

Amid Tough Economy – Investing in Web Analytics Still A Smart Bet ...and an Addictive Drug Because It Can Demonstrate Success

With the economy being held together with bubblegum and baling wire, businesses are treading warily and investments are waning; but web analytics is proving to be a light in the dark for companies seeking proven ways to increase revenues and decrease costs.

San Jose, CA – September 7, 2011 – The economy is taking its toll on the business world, and executives across the board are being extremely conservative when it comes to *any* new spending. However, web analytics solutions continue to be a solid investment with a low cost of ownership and a swift ROI.

Hinting at a trend, a recent report by Forrester Research states, “Data becomes the addictive drug because it can demonstrate success, predict outcomes, and establish business cases for new endeavors.”

“Let’s face it, this is not an easy environment to do business in – especially for small and medium size businesses,” says Jim Bennette, CEO of VisiStat. “Now more than ever, businesses need to leverage affordable solutions that increase productivity, help control costs, and provide other key business insights that impact the bottom line.”

Because many web analytics solutions require no integration or hardware costs, they are easily deployed and cheap to own, while also providing important business benefits – namely - increasing the overall health of a company’s online presence and sales and marketing efforts.

Bennette continues, “The factors on which companies base technology purchasing decisions these days need to be different than in past years. Technology purchases must be based on ease of use, efficiency and cost-justification in order to yield the correct results.”

About VisiStat

VisiStat's web analytics/customer intelligence platform that captures complex analytical data in real-time, and simplifies it specifically for SMB/SME organizations, enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness. For more information, please visit www.visistat.com, call 408.458.9981 or e-mail info@visistat.com.

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