

If Your Website Could Talk, Would You Understand it? VisiStat Does.

Most Small to Medium Businesses and Enterprises don't understand all the information their websites capture, ultimately causing them to miss out on valuable business intelligence that can significantly impact the bottom line.

San Jose, CA – August 9, 2011 – VisiStat, the leading provider of simplified cloud-based solutions for web analytics, campaign tracking, and lead generation, says that small to Medium businesses (SMBs) no longer have to suffer through spreadsheets, statistics, and complex analytical data to understand and benefit from what is happening on their website. All they need is a simple, affordable web analytics solution that translates all that data into easy to understand and actionable information.

“Our solutions are just plain simple to use,” says VisiStat CEO, Jim Bennette. “We provide powerful information that increases revenues for our clients by improving website effectiveness and sales and marketing initiatives. VisiStat takes all the complexities out of web analytics, translating complex data into simple information for non-technical users, which in turn helps them make smarter business decisions.”

There are over 27 million small to medium businesses (SMBs) in the United States alone, all of which are challenged to reduce costs, increase sales, and stay one step ahead of the competition each and every day. The right web analytics solution will help them better utilize limited resources, make better, more informed business decisions, and help ensure a positive return on their investments.

A recent report titled, “Web Analytics: Practices and Trends from the Field” by B2B states that only 6% of companies are “very satisfied” with the ROI of their web analytics.

Bennette suggests that, “...this is due to the fact that the majority do not know how to analyze the data being provided by their analytics solution provider. If they were to tap a

web analytics solution that translated that raw analytic data into easy-to-understand language, they would begin to reap the significant rewards the right solution will deliver.”

Everyone knows that they have visitors on their websites and that they are doing *something*. They may even know the quantity of visitors they have, and one or two other minor statistics, but they usually do not know the names of the companies or people visiting, the products or services they are looking for, how they got there, or how long they stayed. This data is captured by your website, but you need a good translator (web analytics solution) to understand what it’s saying.

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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