

IHRDC Transforming Web Traffic Into Leads And Closed Deals With Leading Web Analytics Solution From VisiStat

Real-time nature of functionality and reporting sets solution apart from other solutions, while providing a fast and lasting impact to the bottom line.

San Jose, CA – June 29, 2011 – VisiStat, the leading provider of simplified Internet-based solutions for web analytics, campaign tracking, and lead generation, today announced that IHRDC, (www.ihrdc.com) a worldwide leader in training and competency development for the Oil and Gas industry, is realizing significant benefits with the company's real-time web analytics platform.

“Generating leads is all about identifying, in real-time, when a person or company engages our website,” said Tim Donohue, Vice President, e-Learning Solutions for IHRDC. “The VisiStat solution provides customer intelligence that enables us to better understand exactly who is engaging us, when they are on our site, and where they are spending their time. The bottom line is that VisiStat provides us with a far more robust picture of our online activity, and is much easier to use and understand compared to our previous solution.”

IHRDC had previously used another well-known solution, but wanted to get a deeper understanding of their online visitors, including the ability to view their usage patterns and identify them by company name. They wanted a solution that was easier to use and presented information in a clear, understandable format.

IHRDC tapped LeadCaster from VisiStat, which identified their anonymous website visitors in real time. In turn, IHRDC was able to take specific measures to increase sales opportunities by engaging visitors and turning them into leads. VisiStat's detailed click path capabilities also helped IHRDC determine traffic flows across their three main

business units, as well as their consumer-facing site – www.oilandgastraining.com, and improve marketing effectiveness by tracking visitors from e-mail and pay-per-click campaigns.

VisiStat CEO, Jim Bennette says, “Global challenges and a highly competitive landscape are driving leading companies to consider operational infrastructure needs, such as web analysis from a holistic, cross-Internet perspective. IHRDC is a savvy company and we are excited they are a part of our family of worldwide, market-leading clients who understand the financial and operational value of simplified web analytics practices.”

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.

About IHRDC

For over 40 years, IHRDC (<http://www.ihrdc.com>) has been a worldwide leader in training and competency development for the Oil and Gas industry. Headquartered in Boston, USA, with offices in Houston, Amsterdam, Cairo, Jakarta, and Lagos, IHRDC is a privately owned company that has been providing innovative and highly regarded management, technical and field training programs, e-Learning solutions and competency-management systems to the Oil and Gas industry.

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