VisiStat Announces Integration with Salesforce.com

Also adds CRM functionality to LeadCaster solution, enabling non-Salesforce.com users to better manage leads generated from website visits

San Jose, CA – November 2, 2011 – VisiStat, a cloud-based web analytics company that provides key business insights for small/medium businesses and enterprises (SMB/SME), today announced an integration with Salesforce.com, enabling users to import leads generated by VisiStat's LeadCaster solution directly into Salesforce.com. VisiStat's LeadCaster solution identifies anonymous website visitors by company name and provides contact details, enabling SMBs to capture leads directly from their website visitors. The company also announced the release of its own customer relationship management (CRM) module built into its LeadCaster solution for non-Salesforce.com users.

"The process of generating and managing leads from website visitors is now fully integrated into one simple process with LeadCaster and Salesforce.com," said Jim Bennette, CEO of VisiStat. "Salesforce.com users can now send new leads directly from LeadCaster to Salesforce with a simple click of the mouse, and non-Salesforce.com customers can also manage their new leads within LeadCaster using our own CRM solution."

LeadCaster works seamlessly with Salesforce.com via an ultra-simple integration that literally takes seconds to complete. LeadCaster users simply input their Salesforce.com account number in their VisiStat account settings, and the integration is instantly enabled.

LeadCaster's built-in CRM functionality is the perfect lead management solution for small businesses that aren't quite ready to invest in a third party CRM such as Salesforce.com. It features a variety of helpful functions such as importing/exporting leads, setting a follow up date, lead rating, win/loss status, and the ability to add notes and log events. It

also provides detailed page view history for each visitor along with unique intelligence on what product or service that prospect is looking for.

"Our customers asked us for more tools to help manage the leads they are generating from our LeadCaster solution," continued Bennette. "The integration with Salesforce.com and our new 'built-in' LeadCaster CRM are important additions to the VisiStat ecosystem as we continue to build end-to-end solutions to help small/medium businesses manage their entire web presence."

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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