

VisiStat to Showcase Integration with Magento e-Commerce Platform at Imagine Worldwide Conference

Developer of leading of customer intelligence platform provides unparalleled e-commerce insights to Magento merchants.

San Jose, CA – April 19, 2012 – VisiStat, a provider of cloud-based customer intelligence solutions that deliver key business insights for small/medium businesses and enterprises (SMB/SME), today announced that it will showcase its integration with the Magento e-commerce platform as part of its sponsorship of Magento’s popular Imagine e-commerce Worldwide Conference 2012, which is being held at the M Resort and Hotel in Las Vegas, NV on April 23-25.

“VisiStat provides us with insights on our store’s performance and our customer’s behavior that we simply can’t get anywhere else,” said Marc Siemes, CEO of Red Rhino Sports (www.redrhinosports.com). “Because it is so easy to use and simple to understand, VisiStat helps us optimize the effectiveness of our Magento Store and other online marketing initiatives.”

The VisiStat extension is featured under the Marketing section of the Magento Connect Marketplace (<http://www.magentocommerce.com/magento-connect/>) and is available to all Magento users. VisiStat provides Magento merchants with detailed e-commerce reporting and analytics, including conversion tracking, clickpath analysis, campaign measurement, funnel management, and other customer intelligence to enable better business decisions.

“Magento is one of the industry’s premier e-commerce ecosystems, and we are excited to offer VisiStat’s user-friendly customer intelligence solution right inside the Magento dashboard.” says Jim Bennette, CEO of VisiStat. “Our newly-launched extension - *VisiStat*

Connector - enables merchants to quickly access best in class e-commerce reporting without leaving the Magento environment.”

The Magento e-commerce platform is a feature-rich, open-source, enterprise-class platform that offers merchants a high degree of flexibility and control over the user experience, catalog, content and functionality of their online store. Magento serves more than 110,000 merchants worldwide and is supported by a global ecosystem of solution partners and third-party developers.

For more information on Magento’s Imagine event, please visit <http://www.imagineecommerce.com>.

About VisiStat

VisiStat’s customer intelligence platform 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. You can also read the company’s blog at <http://blog.visistat.com/>

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