$600 Million SMB Web Analytics Market Realizing Double Digit Growth As More Than 27 Million SMB/SMEs Begin To Pull New Profit Lever

Companies increasing sales with software that provides in-depth web analytics, tracking and the identification of where the traffic comes from and who their website visitors are.

San Jose, CA – June 8, 2011 – VisiStat, the leading provider of simplified Internet-based solutions for web analytics, campaign tracking, and lead generation, today announced that, according to industry experts and the company's own experience, the web analytics market is realizing extraordinary growth as more and more companies adopt global analytics strategies.

According to a recent article in *The San Jose/Silicon Valley Business Journal*, Joseph Stanhope, a senior analyst at Forrester Research, was quoted as saying, "…the $500 million to $600 million annual U.S. web analytics market is seeing double-digit growth."

The 2008 U.S. Census states that there are over 27 million small to medium businesses (SMBs) in the US. These organizations are challenged and burdened every day to reduce costs, increase sales, and stay one step ahead of the competition. And this is never more important than when it comes to their online presence.

"The web analytics market for SMB/SMEs is massive and teeming with opportunity," says Jim Bennette, CEO for VisiStat. "Web analytics solutions that are built for an SMB/SME – one that translates raw data into actionable, easy-to-understand information - can help drive online efficiencies, generate new revenue opportunities, and achieve long-term profitability."

Having access to business intelligence is extremely valuable for any business, but for a small to medium business with limited resources - it can have a dramatic impact by reducing wasteful spending, increasing marketing efficiencies, increasing sales opportunities, and maximizing overall website effectiveness.

To get the most out of a website, companies must collect and analyze data. It's simply too important to ignore. By deploying a cost effective "translator" in the form of a web analytics solution, SMBs and SMEs will easily leverage data, and dramatically improve the effectiveness of their sales and marketing efforts – and ultimately the bottom line.

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.

Contact:
Peter Nilsson
Tel: 858.880.5466
Email: peter@performpr.com