

## **VisiStat Partners With Real Estate Marketing Giant Market Leader To Provide Advanced Web Analytics For Thousands Of Client Websites**

*Market Leader customers can better analyze and convert Web traffic to customers by leveraging VisiStat reporting to translate complex data into easy to understand, actionable insights*

**San Jose, CA – March 12, 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 Market Leader (NASDAQ: LEDR) (<http://www.MarketLeader.com>), an innovator in online marketing and technology solutions for real estate professionals, has launched advanced Web analytics on thousands of Market Leader customer Web sites.

This comprehensive reporting package will help Market Leader customers better manage their businesses with access to traffic sources, popular pages, visitor detail, referral links and more. Other features include easy-to-read reporting, detailed tracking of visitor click behavior, and other analytics to help win and retain more listings.

“Market Leader is dedicated to helping its real estate customers leverage their Web marketing solutions to convert more prospects into listings and satisfied customers,” said Alex Lange, chief technology officer for Market Leader. “VisiStat’s powerful analytics solution, relevant features and ease of use made them the clear choice for our market-leading SaaS solution.”

VisiStat takes all the complexities out of web analytics and enables businesses to access and utilize highly valuable insights from their website and online marketing initiatives. These insights increase marketing effectiveness, provide valuable customer intelligence,

and create new revenue opportunities to help improve the bottom line for any small to medium business or enterprise.

“Providing an easier way for businesses to leverage their online presence is at the core of everything we do,” said Jim Bennette, CEO of VisiStat. “We are very excited to work with one of the giants in the real estate industry to provide better insights to their small business customers to help them improve their businesses.”

### **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](http://www.visistat.com), or e-mail [info@visistat.com](mailto:info@visistat.com). You can also read the company’s blog at <http://blog.visistat.com>

### **About Market Leader**

Market Leader, founded in 1999, provides innovative online technology and marketing solutions for real estate professionals across the United States and Canada. The company serves more than 100,000 real estate agents, brokerages and franchisors, offering complete end-to-end solutions that enable them to grow and manage their businesses. Market Leader’s subscription-based [real estate marketing software](#) - including websites, contact management, a marketing center, and lead generation services - helps customers generate a steady stream of prospects, plus provides the systems and training they need to convert those prospects into clients. In addition, the company’s national consumer real estate sites, including [www.realestate.com](http://www.realestate.com), give its customers access to millions of future home buyers and sellers, while providing consumers with free access to the information they seek.

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