

VisiStat Channel Programs Enable Online Service Providers to Expand Offerings and Increase Revenue

Leading customer intelligence platform helps partners wow customers and increase sales

San Jose, CA – April 5, 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 the company’s leading solution suite is being widely distributed via its channel partner network, furthering its growth and expansion. One such partner, Strategexe Consulting Group, has doubled the number of clients that have engaged the company for marketing analytics solutions since partnering with VisiStat.

“VisiStat is a highly effective marketing analytics tool that we recommend to any client that wants to increase the effectiveness of their online marketing,” said Adam Robinson of Strategexe Consulting Group. “Since becoming a VisiStat reseller six months ago, Strategexe has added additional revenue from analytics sales, and boasts an 80% close rate on opportunities where VisiStat is installed. On several occasions, clients have asked us if the solution can really track this level of information. The answer is absolutely!”

“VisiStat is a boon to any online solution provider that wants to increase revenue and grow their business,” says Jim Bennette, CEO of VisiStat. “Our channel network of nearly 150 reseller partners is finding success by offering an additional high-value analytics/customer intelligence solution to new prospects, and by upselling their existing customers.”

Strategex has also used VisiStat for its own internal selling purposes to win new customers. “Showcasing our capabilities with VisiStat has made the sales process a breeze for our sales team,” continues Robinson. “The presentation of the data in VisiStat makes it easy for our consultants to explain the performance of a website in simple terms for clients that may not have a deep understand of online marketing analytics. This is particularly helpful when

discussing the need to develop or change content to convert more website visitors into actionable leads.”

VisiStat is available to channel partners in both branded and white-labeled formats for resellers. For more information on becoming a VisiStat reseller, send inquiries to reseller@visistat.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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