VisiStat To Unveil SocialCaster^{TM} - Its New Social Media Analytics Solution For Small/Medium Businesses - At eBay's X.commerce Innovate Developer Conference

New solution to make it easier for SMBs to track social mentions and measure the value of website traffic generated from social media initiatives.

X.commerce Innovate Conference, San Francisco - October 12, 2011 - VisiStat, a cloud-based web analytics company that provides key business insights for small/medium businesses and enterprises (SMB/SME), today announced the initial rollout of its new social media analytics solution, SocialCaster^{TM}, at eBay's X.commerce Innovate event in San Francisco. The new solution will help small businesses increase revenues through better business decisions made based on insights gained from their social media activities.

Stussy (www.stussy.com), a leading clothier, has been using a beta version of SocialCaster with great ease and success.

"SocialCaster helps simplify our understanding of how traffic flows from social to our site," said David Sinatra of Stussy. "The ability to track keywords that matter, and different mentions across networks has been very helpful and it's a good way to see how active the conversations are over time."

SocialCaster aggregates activity from multiple social media sites, including Facebook and Twitter, based on keywords selected by the user. More social media sites, including LinkedIn, YouTube, and Google + will be added to SocialCaster starting next month. Unlike most social media tracking solutions, SocialCaster stores and provides access to aggregated information for up to 12 months, enabling businesses to easily monitor the growth and history of their social media activities. SocialCaster also provides detailed information on how that activity translates to website traffic, and how that traffic converts

to sales. VisiStat will be demonstrating SocialCaster in their booth (booth #15) at X.commerce Innovate.

"Social media has a significant influence on customer behavior, and is playing an increasingly critical role in day-to-day activities for SMBs," said Jim Bennette, CEO of VisiStat. "Unlike other analytics solutions, SocialCaster removes the intimidating factors of social media by providing clear visibility and easy to understand measurement, enabling SMBs to track and leverage their social media participation to improve their online presence."

About VisiStat
VisiStat's web analytics/customer intelligence platform that captures complex analytical data and translates it to valuable business insights specifically for SMBs, 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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