

## **VisiStat Rises Above Simple Web Analytics with Launch of VisiStat 9 Customer Intelligence Platform**

*Delivering more detailed customer intelligence and site traffic data, new platform is the industry's most insightful, intuitive and beneficial offering available.*

**San Jose, CA – January 10, 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 has launched VisiStat 9, the industry's most complete and beneficial customer intelligence/web analytics solution on the market.

“The insights provided by VisiStat 9 gives us visibility across the entire spectrum of our demand generation efforts, including our social media participation,” said Richard Rifredi, CEO of BAM Labs Inc. “These insights enable us to make better business decisions and continuous improvements to maximize the effectiveness of *all* our sales and marketing initiatives.”

Several new components are included in VisiStat 9, like social media measurement, enhanced conversion reporting and analysis, enhanced marketing attribution capabilities, and more robust lead capture and lead management – including a CRM solution. In addition, VisiStat 9 includes instant navigation to all applications via a ‘Jump Bar’ interface that enables users to quickly and easily access their desired insight reports. Simply put, VisiStat 9 makes it much easier for users to get the information they really want, right up front, and in a format they can easily understand.

“VisiStat 9 represents a significant evolution of our solution, which is now a powerful, comprehensive customer intelligence platform that encompasses far more than just web analytics,” said Jim Bennette, CEO of VisiStat. “Our SMB customers realize that to increase

revenue and reduce costs they must look at their entire web presence as a whole, not in separate silos for each initiative. VisiStat 9 provides the insights and wisdom that enable companies to improve their bottom line.”

VisiStat 9 analyzes activity and informs users if their marketing and sales efforts are working. If they are not working, VisiStat provides insights on what can be done to garner better results. In addition, VisiStat 9 contains functionality that will help SMBs predict what will happen in the future based on customer intelligence insights.

### **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), call 408.458.9981 or e-mail [info@visistat.com](mailto:info@visistat.com). You can also read the company’s blog at <http://blog.visistat.com/>

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