

NEWS RELEASE

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Intellitracker partners with Realeyes eye-tracking to provide unique view of user behaviour

Intellitracker today announced a partnership with Realeyes Data Services Ltd. Intellitracker will provide Realeyes eye tracking services and the companies will work together to integrate Realeyes reports with the Intellitracker Enterprise reporting platform.

Realeyes uses leading edge eye-tracking technology to collect real user's visual attention details for web pages and emails. The results are analysed and clients are provided with reports showing how visual attention is deployed across digital media, comparing this with page objectives and identifying areas where improvements can be made.

A user's on-screen eye position is analysed using special monitors that detect infra-red reflections from the user's pupils. Realeyes transports these monitors to target audiences and collects 50 user's interactions with each tested media. The data is then analysed and packaged into easy-to-use reports that inform media owners how to improve their web sites or email templates.

Commenting on the partnership, David Hudson, Director of Sales & Marketing at Intellitracker said: "The Realeyes eye-tracking studies provide a valuable addition to our visitor analytics. Our Intellimap click mapping module provides a view of every mouse click on a page. Using this report, in combination with a Realeyes report showing what users actually look at, will provide our clients with a uniquely comprehensive view of user behaviour."

The new service will be made available to existing Intellitracker users as an additional service. Realeyes studies can be ordered and the resultant reports accessed through the Intellitracker Enterprise reporting interface.

About Realeyes Data Services Limited

Realeyes helps organisations to improve their web pages and email templates. They use leading edge eye-tracking technology to collect and analyse information on how visual attention is deployed across digital media. Realeyes reports help clients to get better results from their digital communication and deliver an improved online customer experience. Clients include Pricerunner, Barclays and Sony

www.realeyes.it

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About Intellitracker Limited

Intellitracker is based in London, United Kingdom. The company develops and markets the Intellitracker Enterprise interactive business intelligence suite and provides professional services in support of this. Intellitracker Enterprise is recognised as one of the leaders in the field of online analytics and is used by organisations including Daily Mail, Loot, Oxfam, and TUI.

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