

NEWS RELEASE

8 July 2008

Intellitracker Enterprise R6

Redefining Web Analytics

Intellitracker today announced the production release of its all new web analytics platform – Intellitracker Enterprise R6. This release was first previewed at The TFM&A show in February where its combination of power, flexibility and ease of use caused quite a stir. The full production release follows 18 months of development and provides a new, refreshing and radically different approach to web analytics.

For some time now most web analysts have been forced to conform to how the analytics industry believes they ought to work, with fixed format reports providing limited information. A survey of marketers and web analysts undertaken by Intellitracker found that most were either frustrated by the limitations of their chosen tool or confused by the complexity created by the need to build a new report every time they wanted a new piece of information. Most felt restricted by their existing tool's lack of ability to deliver what was needed.

Intellitracker Enterprise R6 breaks these shackles and completely redefines web analytics. It includes a revolutionary new set of tools and report templates which allow analysts and marketers to take full control of their web analytics. The use of report templates allows a user to create reports on-the-fly without the need to call upon specialist report building resource. Once created a report can be saved for re-use, included in an email schedule or shared with other users at the click of a button.

The freedom to easily and quickly interrogate the system allows marketers to investigate trends and possible relationships, look at “what-if” scenarios and generally ask questions of the stored information. This is a far cry from fixed format reporting of statistics. Intellitracker Enterprise

R6 puts its users in the driving seat and enables them to accelerate their web businesses with crystal clear vision.

An integral part of Intellitracker Enterprise is its Applink module. This makes the results from any report available to third party applications such as a web service (XML feed). Intellitracker Enterprise R6 includes a number of out-of-the-box integrations with email and campaign management tools which utilise the Applink module as their delivery mechanism. This allows users to put their web data to work within segmentation models and drive targeted marketing campaigns based upon web visitor behaviour.

Commenting on the release, David Hudson, Director of Sales & Marketing at Intellitracker said: "This is the culmination of 18 months of hard work by the Intellitracker product and development teams. They started with a blank sheet of paper and have completely redefined how a web analytics system should work. R6 provides a consistent interface that makes website visitor information available to both marketers and analysts and allows them to put this information to work through "out of the box" integrations with email and campaign management tools. It's both comprehensive and refreshingly easy to use."

About Intellitracker Limited (<http://www.intellitracker.com>)

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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