

NEWS RELEASE

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Intellitracker & CommuniGator partner to deliver closed loop marketing out-of-the-box

Leading web analyst Intellitracker (www.intellitracker.com) and digital marketing specialist CommuniGator (www.communigator.co.uk) have agreed to work together to offer the first truly integrated enterprise strength web analytics and email solution. This will provide clients with comprehensive closed loop marketing through the inclusion of website visitor behaviour within email recipient segmentation. The solution is expected to be released and deployed onto client sites within the next 6 weeks.

Intellitracker provide the web analytics for a number of high profile UK websites and are known for their visitor centric, rather than just page-view oriented, view of analytics. Intellitracker Enterprise enables users to analyse visitor activity on a segmented basis and to provide the resultant reports on-screen, via email or via third party applications. Clients can set up, save and apply visitor profiles to any report; for example, those visitors that came from a particular email campaign, visited a particular part of the site but bought nothing. This information is often passed to other applications for action. Up until now however the setup process needed to achieve this, although relatively simple, has always been client specific.

David Hudson, Commercial Director of Intellitracker explains, "This new integrated solution will work out of the box and provide full closed loop email marketing without the need for complex setup and configuration. This is a big step forward and will, I believe, be very well received by marketing managers looking to maximise the value of their web data. It's no good having loads of data unless you can do something with it. This solution does just that: it enables you to put your web visitor data to work, improve your email campaign ROI and create real value".

Lee Chadwick, Managing Director of CommuniGator adds,
"CommuniGator places the power of intelligent, personalised email communication in the hands of the marketer. The addition of website visitor behavioural information to the mix will significantly enhance email targeting and as a result improve email open and site conversion rates. Making this available as an out of the box solution provides all of the benefits without the need for complex setup".

The two companies are combining their strengths in what is anticipated to be a very successful synergy. Clients using the combined solution will be able to design and deliver increasingly innovative and targeted email marketing campaigns and will reap the benefits of improved open rates, click-throughs and site conversion.

Further information for editors:

Intellitracker Ltd (www.intellitracker.com) was founded in 1997 and 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.

CommuniGator (www.communigator.co.uk) was founded in 2005 and has rapidly become one of the leading email marketing software providers in the UK. Hundreds of companies rely on CommuniGator for on-demand, on-premise or fully managed email marketing solutions, including companies such as British Sugar, Visit Britain, Aspire Technology, La Manga Rentals and Jordans.

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