

NEWS RELEASE

20th October 2009

G-Forces choose Intellitracker Enterprise to power NetDirector web analytics

Intellitracker today announced that they will be providing Intellitracker Enterprise to G-Forces Web Management Ltd. Intellitracker will work with G-Forces to integrate website behaviour information into their NetDirector portfolio of products. Intellitracker Enterprise will become the web systems information feed for G-Forces NetDirector LeadBeast dash-boarding solution.

LeadBeast is a lead tracking software that enables you to consolidate all the leads and enquiries generated by your sales channels in one easy to understand dashboard. This enables you to identify the marketing campaigns that are working and highlights the ones that don't, allowing you to improve the effectiveness of your marketing campaigns. By identifying where your enquiries come from, online or via the telephone, what sources are working and how much they are costing, you can get closer to the 'holy grail' of marketing.

Intellitracker will be responsible for feeding through information on the success or otherwise of marketing campaigns that drive traffic to a user's website. G-Forces will initially install Intellitracker Enterprise on over 100 of their top clients' sites and will utilise Intellitracker's XML feeds to populate LeadBeast. The information will include campaign effectiveness and PPC cost data provided by Intellitracker's recently released PPC integration module.

This Agreement comes hot on the heels of a number of others including Explore Worldwide, Responsible Travel and the University of Reading. Commenting on these recent successes, David Hudson, Commercial Director at Intellitracker said: “We have experienced a significant acceleration in new business over recent months as our marketing optimisation message gains traction. Our ability to provide this information as an XML feed has enabled G-Forces to add this to their LeadBeast solution and a number of others to automate their behaviourally targeted marketing activities.”

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.

Contact: Lara Slyfield, Marketing Executive

e: press@intellitracker.com t: +44 (0)845 680 1920