

## NEWS RELEASE

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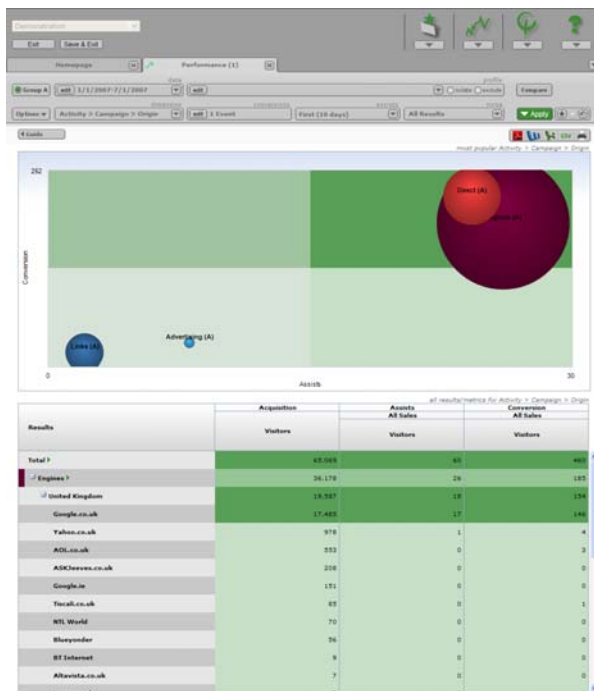
# Intellitracker Enterprise Release 6.3 Redefines Marketing Campaign Analysis

Intellitracker today announced the release of Intellitracker Enterprise R6.3. In addition to a number of minor enhancements, R6.3 includes 2 new features that enable a user to fully understand the value of their marketing activities. A new report template called "Marketing Performance" shows which marketing campaigns have been seen by website visitors prior to them converting while the "Visitor Lock" feature allows a user to lock onto a group of visitors and further analyse their behaviour.

Commenting on the release, Mark Wilding, Product Manager at Intellitracker said: "This release represents a significant step forward in the visualisation of marketing campaign performance. For the first time a marketing manager can see at a glance which of their campaigns yield immediate conversions and which help by generating repeat visits that convert."

The "Visitor Lock" feature allows a user to select and lock-on to a group of visitors based on their actions during a particular time period. The behaviour of these visitors during a different time period can then be analysed. This allows users to look at what visitors did before or after a specific event and enables users to look at such things as what particular groups of visitors did in the 6 weeks prior to making a purchase.

The “Marketing Performance” report is a variant of the existing Conversion report designed specifically for marketing managers. It enables them to understand how multiple campaigns inter-relate by showing which campaigns achieve immediate conversions and which campaigns “assist” by generating repeat visits that then convert. This allows a user to understand the true value of a campaign in either driving conversions or assisting in the process.



*marketing performance report*

**Further information for editors:**

Intellitracker Ltd ([www.intellitracker.com](http://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.

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