



## **etracker launches next generation multi-channel campaign analysis tool**

**London, 3 November 2011** – [etracker](#), a leading provider of solutions for the optimisation of websites and online marketing campaigns, today announces the launch of [Campaign Control](#), its next-generation campaign analysis solution that gives website owners an efficient way of measuring and controlling all their online marketing campaigns in a single system and in real time. Campaign Control will be available in the UK from today starting at £49 a month.

The solution, which runs on an innovative and highly scalable database, enables online marketers to quickly and flexibly analyse large amounts of raw data across their online marketing campaigns, including display advertising, search engine marketing, social media, affiliate and email marketing in one place. The system is easy to set up as it automatically uses campaign links from existing online tracking and analytics tools including Google Analytics. Campaign Control also integrates with Google AdWords to automatically include AdWords campaigns and their costs into the system, allowing users to directly correlate the campaign cost to the measured results, whether that be sales or brand engagement.

Website owners can then perform accurate and holistic cross-media analysis at the touch of a button. Reports can also easily be tailored and customised via an intuitive user interface. Unlike most reporting tools Campaign Control reports are not static but can be used to interactively explore and mine data. Using a simple drag and drop mechanism data focus can be changed in real time to get instant insights. For example when analysing search-engine optimisation or search engine advertising the focus can be changed from a search engine-centered focus (via all keywords), to a keyword-centered focus (via all search engines).

Currently most marketers attribute success to the last ad a web visitor was in contact with before an action on the website, for example a sale, took place. This last ad analysis is misleading, as it doesn't take into account any other online marketing initiative the visitor was in contact with before, that might have supported the success of the last ad. This static analysis can result in marketing budget being allocated to the wrong campaigns.

By analysing all marketing channels at once, Campaign Control allows website owners to find out which marketing initiative each of their web visitors has had contact with, whether it was a newsletter, display advertising, search engine or social media. By showing the entire customer journey undertaken by website visitors Campaign Control enables website owners to quickly identify which campaigns are achieving the best results. Marketers can then allocate budget to the most effective campaigns, and benefit from leverage effects to maximise return on marketing investment (ROMI).

“With many marketers running numerous different online marketing campaigns at the same time analysing the complete customer journey is important to get a comprehensive view of which touch points are working for which audiences. Knowing how campaigns affect each other is essential to leverage marketing success,” said Christian Bennefeld, CEO at etracker. “Campaign Control will give marketers a fast and flexible way to manage campaign activity and to see exactly what each campaign is contributing to website success. This will allow them to place their budget in the right



places to improve the success of their overall online marketing activity without raising budgets.”

### **About etracker**

With more than 110,000 clients, etracker, based in Hamburg, Germany, is one of Europe's leading providers of products and services for website and online-marketing optimisation.

etracker provides five highly integrated product lines. etracker Web Analytics allows real-time quantitative analysis of visitor behaviour. etracker Visitor Voice ascertains user needs and satisfaction levels through standardised user surveys. etracker Page Feedback allows highly accurate optimisation based on differentiated user feedback. The mouse-tracking solution, etracker Visitor Motion, records all user interaction on websites in detail and etracker Campaign Control is a campaign management system for optimal budget allocation.

etracker's philosophy includes very high standards for the correct and confidential handling of customer data. etracker is regularly audited by external bodies in order to guarantee that its processing of data is compliant with European and German data-privacy legislation.

etracker's reference customers include: Air Berlin, Brother, B.Braun, Burger King, Jack Wolfskin, Lufthansa WorldShop, Motel One, T-Online, UNICEF and United Domains.