



UK businesses to benefit from ground-breaking mouse tracking solution

London, 26 July 2011 – etracker, a leading European website and online marketing optimisation software company, today announces that it's making its products available in the UK. The company will be offering its full range of innovative analytics and survey tools to UK website owners. Its solutions include advanced Web Analytics, ground-breaking mouse tracking for user-experience analysis and website rating and surveying tools that allow website owners to optimise their sites following direct user feedback. etracker's Campaign Control allows users to track the success of all online marketing campaigns in a single system and in real time. etracker's solutions are currently used by companies including Bacardi, Lufthansa Worldshop, Loctite and Burger King.

"We're delighted to be making our solutions available to UK businesses," says Christian Bennefeld, Founder & CEO at etracker. "We have been successfully helping businesses optimise their websites for over ten years so our products are fully business proven. And we're continuing to innovate with products like our ground-breaking mouse tracking tool, etracker Visitor Motion, a first for the UK market."

Knowing how visitors interact with a website and which page elements receive the most attention is crucial to improving a website's layout, design and usability. etracker Visitor Motion uses innovative web overlays to provide detailed behavioral analysis by tracking a user's mouse movements which follow the pattern of a user's gaze. The solution also allows website owners to see how users interact with online forms, including which fields have the highest drop-off rates and which fields aren't understood.

The UK operation will be headed up by UK Country Manager David Hudson who's recently joined etracker from Intellitracker, where he was Director of Sales and Marketing. "I joined etracker to head up the UK business because they have a very strong portfolio of competitively-priced products that help users observe and analyse the behavior of web visitors in real time to create a higher converting online presence," says Hudson. "The comprehensive way etracker delivers insight into user behaviour means that the products can easily be used by marketing managers, rather than just analytics people, which is increasingly important as marketing managers take on wider responsibilities." etracker's solutions can be delivered via the cloud using a software as a service (SaaS) model or installed in house depending on preference. All products are highly integrated with etracker's Conversion Optimisation Suite which delivers deep behavioural analysis that gives users an average increase in web conversion rates of more than ten percent.

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 behavior. 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 allocations.

The etracker philosophy includes very high standards on handling of customer data correctly and in confidence. etracker has been certified which guarantees that its processing of data is compliant with European and German data-privacy laws.

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