



Kampyle raises Google Analytics to a new level through Integration of both Services

Kampyle Feedback Analytics launches a new service that combines the worlds of Feedback Analytics and Web Analytics for the first time. With Kampyle's Google Analytics integration, website owners will be able to learn WHAT their users do on their site, as well as understand WHY they do it, all from the Google Analytics interface.

Ramat-Gan, Israel, July 28, 2008 - Kampyle, the leading Feedback Analytics vendor is announcing the launch of a new service integrating its Feedback Analytics Service with Google Analytics Service into one view. Combining these two different data sources into one view on Google Analytics allows for a holistic and powerful insight into the online customer experience and gives Kampyle's clients a better understanding of their online customer and increase customer satisfaction and revenue.

Using Kampyle's 'Google Analytics Integration', companies will be able to better monitor the users' activities on their website both on the high level view and on the specific page level. Companies can monitor the number of feedbacks submitted, the grade showing their users satisfaction and main issues reported on their site, all on their Google Analytics Dashboard. In the content reports, for each page companies can view the number of feedbacks, the average grade, and the most reported feedback. They will access additional information on that page by clicking on the Kampyle button, being redirected to their account on Kampyle to view specific feedbacks per page. Now, website owners can learn what users did on a page, as well as what they had to say about it. Learn how many users abandoned a shopping cart page, and why they abandoned it, in one view.

"We found that our clients were looking for a holistic view of the objective and subjective information of their online users' experience. They recognized that clickstream data alone is just not enough", says Kampyle VP Business Development and Co-Founder Eran Savir. "Kampyle's Google Analytics Integration is a serious step up for our capability to help our clients close the feedback loop with their users. We now provide them with a deep insight and clear understanding of their online customers. The integration ultimately provides our customers with a more actionable method of increasing customer satisfaction and revenues."

The Kampyle's Google Analytics integration is a script for FireFox extension, developed by Kampyle.

Find out more about the Kampyle Online Feedback Analytics Management Platform at the company's website www.kampyle.com

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics Management Services. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Management Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

Kampyle Ltd.

Ariel Finkelstein, CEO

+972 77 2033221

arielf@kampyle.com

www.kampyle.com