

KAMPYLE INTEGRATES WITH GOOGLE ANALYTICS TO ANSWER WHY YOUR WEBSITE VISITORS DO WHAT THEY DO

With web analytics solutions answering the 'Who', 'What', 'Where' and 'When' questions of website users' behavior, Kampyle provides actionable feedback in real-time that answers the 'Why' question

Ramat Gan, Israel , June 30, 2009 – How effective is knowing that a user from California referred from Bing abandoned their shopping cart with \$283 of merchandise after visiting 12 web pages over 6 minutes if you have no clue why?

According to John Lovett, Senior Analyst covering web analytics at Forrester Research, “the problem [with web analytics] was that the complexity and inability to take action on the data largely inhibited success.”

The Kampyle – Google Web Analytics integration, which we are announcing today, solves the challenges associated with web analytics while providing the only [website feedback](#) solution fully integrated with Google Analytics API.

Kampyle, the pioneer of online feedback analytics, enables websites to collect, analyze, manage, act on and respond to user feedback in real-time through the company's [feedback forms](#). Kampyle is a Software as a Service (SaaS) solution which can be implemented onto any website in minutes and enables gathering and analyzing actionable, feedback from users. To close the feedback loop, Kampyle includes the option to respond directly to a user's feedback.

The Kampyle – Google Analytics Integration enables website owners to add business critical information alongside their website analytics: users' feedback. Now, website owners can not only measure website activity, as presented through Google Analytics, but they can also see what the users are saying about these website activities in real-time. Kampyle facilitates tracking the number of feedbacks submitted and the grade showing user satisfaction for every web page, product, service or activity, all in the Kampyle interface.

“Merging the qualitative data of products such as Kampyle with the quantitative richness of Google Analytics is a powerful combination that is just waiting to be exploited,” said Brian Clifton, internationally recognized web analytics expert and author of the book ‘Advanced Web Metrics with Google Analytics’.

Kampyle customers are able to get a better understanding of their user's behavior, improve usability, customer satisfaction and close more sales immediately via feedback and alerts. For example, when HostelBookers.com relaunched their website, Kampyle integrated with Google Analytics “enabled us to immediately resolve issues based on instant [customer feedback](#),” said Kerry Harding, User Experience Manager at HostelBookers.com (www.hostelbookers.com). “Kampyle helps us to ensure that we meet our customers' needs, keep our priorities focused, our conversion rates high and our users happy and satisfied!”

To see the Kampyle – Google Analytics integration for yourself, please click [here](#).

What is Feedback Analytics?

Feedback analytics is the collection, analysis, management and response to feedback from users of any interactive product or service. By bringing the customer's voice to the table as immediately actionable business metrics, feedback analytics enables improving revenue, conversions, usage and user experience. The full value of feedback analytics to any business can be derived from integration with almost any business application, including web analytics, CRM, bug tracking, project management and many more.

"We're excited to integrate our Feedback analytics solution with Google Analytics, the most utilized website analytics offering in the world," said Kampyle CEO and co-founder Ariel Finkelstein. "Beyond this partnership, Kampyle will be announcing integrations with other leading Web Analytics offerings, as well as other business analysis solutions because only feedback analytics can bring the customer's voice to the table as immediately actionable business metrics."

About Kampyle

Kampyle is the pioneer of online feedback analytics, the real-time solution for collecting, analyzing, managing, acting on and responding to user feedback. The company's flagship product, Kampyle for Websites, is a feedback form integrated into any website in minutes, which enables gathering actionable, website, product, service, page or activity-specific feedback in real-time. Kampyle then facilitates feedback analysis through the company's interface, bringing the customer's voice to the table as immediately actionable business metrics. With many business analysis solutions answering the 'Who', 'What', 'Where', and 'When', only Kampyle answers the 'Why' question, resulting in improvement in revenue, conversions, usage and user experience that directly impact our clients' bottom line. For more information about Kampyle, please visit: www.kampyle.com.

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