



Kampyle Experiences Record Growth in 2009 with 25,000 New Customers

Growth Fueled By Customer Satisfaction, New Partners and Global Market Expansion

Ramat-Gan, Israel, December 16, 2009, [Kampyle](#), a provider of Feedback Analytics to Web sites and companies, today announced a record year of growth for 2009 with the addition of 25,000 new customers. Since its launch on July 2008, Kampyle has processed more than 12 million feedback forms in more than 60 languages, and amassed more than 30,000 customers in 191 countries.

Kampyle pioneered the [Feedback Analytics](#) approach by directly tying online [customer feedback](#) to analytics. While analytics solutions may answer the "who, what, where and when," Kampyle answers the critical "why" behind customer behavior, helping site owners and companies improve revenue, conversions, usage, product development and user experience. In addition, the company is helping customers utilize Kampyle's process-level feedback approach to create a holistic view of all relevant Web site processes and better understand user behavior.

Kampyle offers [Kampyle for Websites](#) and [Kampyle for Software](#), which can be integrated into any Web site or software within minutes, enabling companies to generate actionable customer feedback on Web sites, products, services or processes in real-time. Kampyle then facilitates feedback analysis, providing immediately actionable business metrics. In addition to its integration with Google Analytics, Kampyle is working on future partnerships with other Web analytics vendors and business applications and solutions such as CRM and other business optimization platforms.

Key milestones accomplished in 2009 include:

- Kampyle Analytics shows that customers using Kampyle solutions have achieved a 14 percent increase in their customers' satisfaction rates for 2008 - 2009.
- A customer growth rate of 600 percent, with 25,000 new customers since January 2009.
- Six-hundred million users have seen the Kampyle feedback button on Web sites around the world since January 2009.
- Complete integration of Kampyle for Websites with Google Analytics.
- Partnerships with leading companies such as Constant Contact, GoDaddy and Amdocs.
- The launch of [Kampyle's Japanese Web site](#) and partnership with Yokohama-based company Infinet Inc., which is offering local sales and support services in Japan.

"Our tremendous growth rate is attributed to our customers and partners who have helped us spread the word about how effective Kampyle is for converting customers, improving offerings and responding instantly to users that provide feedback," said Ariel Finkelstein, co-founder and CEO of Kampyle.

"Customers are the most important aspect of any business, so if companies are not working to engage, listen and act on the feedback that they ask for to begin with, then they are missing out on a powerful opportunity to increase customer loyalty and better understand how their brand lives and breathes online. Our goal in 2010 is to help every company we can to use and benefit from a feedback analytics tool on their Web site, as it is one of the most efficient ways to improve offerings and connect with customers. "

Companies using Kampyle attribute their ongoing success with customers to having the ability to generate actionable process-level feedback, providing them with user insight that goes beyond an individual site or software installation step. Timing and placement are crucial when asking for more information from users, and Kampyle helps its customers move beyond survey pop-ups and e-mail feedback forms to help them elicit feedback based on the process the customer is experiencing at the time.

[Feedback from Kampyle Customers](#)



EyeBuyDirect.com, a global prescription lab and optical retailer, uses Kampyle as part of its EyeTry Virtual Dressing Room for shoppers to virtually try on eyeglasses and purchase them. Roy Hessel, CEO, said, “We can easily know when potential customers leave EyeTry or abandon their shopping cart, but we want to know why they leave, and that’s what Kampyle does. Bottom-line, Kampyle allows us to understand what the customer is actually thinking and wants from our Web site, rather than just projecting.”

InkJetSuperstore offers printer ink cartridges for inkjet, laser toner cartridges and discount printer supplies, and has implemented Kampyle into its customer service and sales activities. Ilan Douek, CEO, said, “Kampyle is really a win-win situation for us and our customers because we can help them the minute they need it, which improves sales and customer retention. The feedback we manage and act on using Kampyle also helps us operationally, because we can analyze the customer data and anticipate future needs, sales opportunities and site upgrades.”

Twiddy & Company is an online vacation rental provider for the Outer Banks of North Carolina. Ross Twiddy, marketing director, said, “There’s a lot of analytics out there that help you focus on certain areas like bounce rates or click-through rates, but they don’t give you what the Web site visitor is actually thinking. After deploying Kampyle, we started receiving feedback immediately that helped us narrow down on customer priorities and better engage with visitors using multiple, customized forms based on specific processes on our site. Our biggest priority, as for most online Web sites and retailers, is listening and engaging with customers and visitors, and Kampyle takes the guesswork out of understanding their wants and needs so we can speak directly with them.”

About Kampyle

Kampyle has pioneered the field of online Feedback Analytics, delivering Web sites, online retailers and companies a powerful software-as-a-service (SaaS) platform to collect, analyze, measure and manage online user feedback on services, products and customer experiences. Founded in 2007, Kampyle has processed more than 12 million feedback forms in over 60 languages, and amassed more than 30,000 customers in 191 countries.

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