

Kampyle Raises its Presence in Japan

Japan a strategic market for Kampyle's Next Generation Online Feedback Analytics

Yokohama, Japan, October 1, 2009 – Kampyle, a leading developer of Online [Feedback](#) Analytics, announced today that it is strengthening its presence in the Japanese market with the launch of its website in Japanese (www.kampyle.jp) and partnership with Yokohama-based Infinet Inc., to offer local sales and support services in Japanese. Since 2007, Kampyle offers a complete, smart, integrated SaaS solution that enables website owners to collect, analyze and manage their users' feedback to improve website effectiveness and user satisfaction, strengthen conversion rates and reduce churn.

The Next Generation Online Feedback Analytics is already used by tens of thousands of websites in 191 countries, supporting feedback forms in over 60 languages including Japanese and other Asian languages; however Kampyle has identified Japan as a particularly strategic market and is committed to growing its business activities there. Kampyle's partner Infinet is a company offering web analytics consultation for over 10 years. "We are excited to announce the partnership with Kampyle because it allows us to offer the best solution to our Japanese customers," said Infinet CEO Tomokazu Tabata. "When it comes to offering a clever, reliable business solution, Kampyle is beyond compare."

"With over 20,000 customers and more than 12,000,000 feedback forms worldwide, we have been active in the Japanese market for over a year. Kampyle is pleased to launch the Japanese website and offer Japanese-language support to broaden exposure to our service within this important community of early adopters and technology trend setters," commented Kampyle CEO Ariel Finkelstein.

The recent Kampyle – Google Analytics Integration leverages web analytics and user feedback to further deepen website owners' understanding of their customer traffic, behavior and experience. With the integration, Google Analytics outlines customer activity on the site and Kampyle explains the customer motivation behind that activity.

Kampyle offers a range of packages depending on needed volume and functionality, to fit websites of all sizes and verticals. Kampyle also offers a free basic package for smaller websites and custom tailored packages for enterprises based on their special needs and requirements.

What is Feedback Analytics?

Feedback analytics is the collection, analysis, management and response to feedback from users of any interactive product or service. By turning the customer's voice into 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 including Google Analytics.

About Kampyle Ltd.

Kampyle has pioneered the field of online feedback analytics, offering real-time solutions for collecting, analyzing, managing, and responding to user feedback. The Company's flagship product includes a [website feedback](#) form that may be integrated into any website within minutes, enabling the gathering of actionable, website, product, service, process or activity-specific feedback in real-time. Kampyle then facilitates feedback analysis, providing immediately actionable business metrics. While other analytics solutions may answer the "who, what, where and when", Kampyle answers the critical "why" behind customer behavior, helping site owners improve revenue, conversions, usage and user experience. Kampyle is based in Ramat Gan, Israel. For more information visit: www.kampyle.com.

About Infinet Inc.

Established in 1997 and headquartered in Yokohama, Japan, Infinet has been developing and selling online marketing tools, including online survey systems, website usability measurement systems and website analytics software for over ten years. A consulting company, Infinet understands how websites operate, what is important to website owners, and how to achieve practical solutions. For more information visit: www.infinet.co.jp.

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