



## **Nedstat and Kampyle Partner to Combine Customer Feedback with Web Analytics**

*Integrated Solution Helps Companies Gain a Complete View of Online User Behavior*

**Ramat-Gan, Israel, and Amsterdam, January 26, 2010** – [Kampyle](#), a provider of Feedback Analytics to Web sites and companies, today announced it has become an official partner of [Nedstat](#)'s technology platform RING™. Customers using the joint solution can merge real-time user feedback with online analytics data to receive more insight into what users want, and connect personally with them to help foster brand loyalty, and improve revenue, conversions and user experience.

A software-as-a-service (SaaS) solution, Kampyle answers the critical "why" behind user behavior, helping companies directly address and improve their offerings to enhance online engagement and customer service. The Kampyle customer feedback data is integrated with Nedstat's Sitestat, a solution that empowers marketers to optimize customer interactions and improve conversions by making online experiences more personalized and relevant.

The Nedstat and Kampyle integration helps companies use authentic customer feedback to answer complex questions like: why are users in different countries leaving my Web site processes or abandoning my shopping cart? The powerful reporting capabilities of Sitestat let users correlate their web analytics' metrics directly with feedback data from customers and visitors using the Kampyle feedback form, which is completely customizable and available in any language.

Enrico Verhulst, vice president of partnerships at Nedstat, said: "Integrating customer feedback into online analytics is a powerful source of insight for companies looking to understand why users make decisions. Being able to drive processes based on direct engagement with customers greatly improves a company's chance of success and helps provide an immediate, human face to web analytics."

The partnership between Nedstat and Kampyle is facilitated through Sitestat's RING™ integration platform, which provides a dedicated framework for any type of online marketing application. The bilateral integration is directly available to all joint customers of Kampyle and Nedstat.

"Kampyle goes a step beyond providing behavioral insight because it actually lets companies listen and act on feedback they receive directly from their users, and our integration with Nedstat will help extend this compelling value proposition to a much broader market," said Eran Savir, co-founder and vice president of business development at Kampyle. "Our partnership with Nedstat lets our joint customers easily bring the customer's voice into their analytics to gain a real understanding of usability, satisfaction rates and user experience."

Additional Kampyle and Nedstat Resources:

- Understanding [Feedback Analytics](#)
- Kampyle customer [Case Studies](#)
- Learn more about customer [Feedback Forms](#)
- Nedstat integration platform [RING](#)



### **About Nedstat**

[Nedstat](#) is a leading provider of web analytics and innovative solutions for online business optimization.

The products and services provide marketers with the insight and tools they need to target their customers with compelling content or products and improve their online results.

Key accreditations by Europe's leading independent web standards organisations such as ABC electronic, OJD, KIA and Audiweb ensure that metrics are in full compliance with leading industry standards.

Nedstat has full service offices in the Netherlands, Belgium, France, Germany, Spain, Sweden and the United Kingdom.

The customer list includes many renowned and internationally operating companies such as Electrabel, Europcar, London Stock Exchange, Panasonic, Renault, Repsol and Wolters Kluwer and many public and commercial television organisations such as Eurosport, FiveTV, France Televisions, NOS, NRK, RTL, SVT and VRT.

### **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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