



## Kampyle and Omniture Integrate Online Customer Feedback and Web Analytics

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

**Salt Lake City, March 2, 2010** – [Kampyle](#), a provider of feedback analytics to Web sites and companies, today announced bilateral integration with Omniture, an Adobe company (NASDAQ:ADBE) and a leading provider of online business optimization software. Customers who implement the joint solution will experience increased ROI and direct engagement with users, leading to higher conversion rates, reduced churn and improved customer satisfaction.

In different but equally important ways, both Kampyle and [Omniture](#) enable users to better understand their customers. As an illustrative example, a full house may indicate that a stand-up comedian is funny, but he won't know which jokes work best unless he hears the laughs. If Omniture tells businesses WHAT is happening on their Web sites, Kampyle Feedback Analytics explains the WHY. For example, by integrating both solutions, customers can get a complete view of [shopping cart abandonment](#) numbers and why users leave, why users from certain countries search for hotels but never book, why users fail to complete a software registration process, and more.

By automatically analyzing [customer feedback](#) data, Kampyle presents an immediate, accurate picture of users' experiences. Issues that need to be solved become easily identifiable, and automated responses to users regarding their feedback (e.g., informing them of progress) can improve customer satisfaction and loyalty.

One of the many ways users might capitalize on the Kampyle and Omniture integration is to fine-tune advertising campaigns based on user feedback and Web analytics. For example, prospects who land on a Web site via an ad campaign might provide feedback regarding incorrect information or unmet expectations. If there are problems in the campaign, businesses can identify and repair them immediately. Additionally, the integrated solution increases advertising ROI by providing Web site owners with an opportunity to directly follow-up with customers who leave feedback, but who do not initially convert. A personalized response, along with an incentive such as a coupon or discount, can boost conversion rates.

Kampyle's Feedback Analytics close the feedback loop, allowing companies to choose from automated or personalized responses and connect directly to users and customers so they can engage in real, human conversations. Now integrated with Omniture, companies can gain a complete view of their customers from Web analytics and real user feedback from Kampyle.

"Our partnership with Omniture is another important step toward offering our customers the ability to get the most holistic view of their customers," said Ariel Finkelstein, co-founder and CEO of Kampyle. "Every day, companies evaluate and analyze data about their users and customers online, but using Kampyle lets them understand why customers make specific decisions, and that is incredibly powerful information for publishers, marketers, sales and support teams."

The Kampyle team is demonstrating its new integration with Omniture at the [Omniture Summit](#) in Salt Lake City from March 2-5.

Additional Kampyle and Omniture Resources:

- Understanding [feedback analytics](#) and [feedback software](#)
- Kampyle customer [case studies](#)
- Learn more about customer [feedback forms](#)

### 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 35,000 customers in 191 countries.