



SiteAcuity Launches Site-to-Phone™ First-of-a-Kind Software for Linking Web Call-ins, Leads and Sales with Online Campaigns and Keywords

Online Marketers No Longer Have To “Fly Blind”

May 19, 2008, Orlando, FL - SiteAcuity today announced the launch of Site-to-Phone™, the only on-demand software that tracks, measures and correlates site traffic, online marketing campaigns and site caller analytics with phone-in leads and conversions. For the first time, online marketers have the technology to determine which campaigns and keywords deliver phone-ins and sales - providing a level of intelligence never before possible.

“Site-to-Phone provides previously elusive insight that online marketers - especially those selling services, high-dollar or complex products - need more than ever,” said Keith Maddox, CEO, SiteAcuity. “We are addressing the desperate need for online marketers and businesses to link calls and conversions back to online activity and source campaigns in order to justify spend. This is especially important for businesses that market themselves online yet have a significant amount of leads or sales over the telephone.”

SMBs Need Tools to Track Web-to-Phone Sales

In a poll of nearly 300 SMBs conducted during a May 15th web analytics webinar with SearchMarketingNow, SiteAcuity found that nearly 85 percent of leads and sales are received or closed via the phone. Yet, 75 percent of them acknowledged that they currently lack the tools to track online-to-offline sales. Moreover, nearly 80 percent can't fully track phone leads and sales back to online campaigns and keywords.

“Online marketers are tired of flying blind on their web-to-phone leads and sales,” said Maddox. “If a website’s call-to-action is to phone the company or there is large phone-in component for customer support, online marketers and executives need to know which online investments are delivering – and which aren’t.

“Why is this important? Because many companies push prospects to a phone call which allows marketers to use the power of voice to convert prospects or for businesses wanting high touch especially service businesses or those with complex products,” commented Christine Churchill, president of KeyRelevance, during the SearchMarketingNow webinar.

How Site-to-Phone Works

Using unique, patent-pending Visitor Code Technology™, Site-to-Phone tracks the activity of site visitors both online and off. This allows companies to follow a customer's path through the website and then connects that visit with the customer's phone call. By matching phone calls and subsequent sales with the marketing campaign that brought them in, including keywords from search-delivered visitors, companies can get a much clearer picture of their ROI.

About SiteAcuity

SiteAcuity, inventors of Visitor Code Technology™, serves B2B and B2C businesses that leverage the Internet for lead generation and e-commerce, especially those with significant sales and customer service interaction with site visitors.

SiteAcuity's software tracks website visitors and callers for marketing intelligence and enables real-time communication between the site visitors and company reps. SiteAcuity clients are better able to analyze and optimize their online marketing, capture ROI for online-to-offline customers, turn site visitors into leads and sales, and deliver superior customer service.

SiteAcuity was recently awarded "Best Early Stage Company" at the 2008 Venture Conference hosted by the New Jersey Technology Council (NJTC), a nationally recognized non-profit industry association. NJTC selected SiteAcuity's solution from more than 60 companies because of its value-focused innovation that provides a much-needed solution to a gap in the marketplace.

Headquartered in Summit, New Jersey, SiteAcuity is managed by an experienced team of business and technology professionals, all of whom were early adopters of online sales and marketing and e-commerce. For more information on SiteAcuity, visit www.siteacuity.com

SiteAcuity invites ACCM conference attendees to view demonstrations of its new Site-to-Phone software at booth #1209.

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