



# UK Web Analytics Agency WebtraffIQ Recruits Marketing and Communications Director

Elemental Communications, September 08, 2005

**URL:** <http://www.pr9.net/business/marketing/2475september.html>

*Web analytics agency WebtraffIQ <http://www.webtraffiq.com> has appointed Tim Gibbon as its Marketing and Communications Director.*

PR9.NET September 08, 2005 - Gibbon, Founder and Director of integrated public relations consultancy Elemental PR <http://www.elementalpr.co.uk> will manage WebtraffIQ's B2B communications and marketing. Elemental PR will continue to manage WebtraffIQ's public relations account, and the position will not affect Gibbon's role at Elemental PR.

Marcos Richardson, European Director at WebtraffIQ comments, "We have been working with Tim and Elemental PR since 2002, and have built a great relationship with him and the consultancy. He knows our business and sector extremely well, so it was a natural choice to bring him in to assist us with WebtraffIQ's development."

"Tim possesses in-depth knowledge of our product and services, and has always been involved with the development of the suite of bespoke analytics products. By bringing in Tim's areas of expertise we ensure that WebtraffIQ is communicating with its partners, clients and media in the most effective way possible, continuing to keep communications on-brand," adds Kevin Hutchinson, CTO at WebtraffIQ.

"Although the knowledge and understanding of web analytics in the UK is growing, there is still a long way to go in educating business owners that if this marketing technology is not employed across their organisation, they are missing the opportunity to learn more about the audiences (whether they are B2B, B2C or P2P) that interact with them. I am keen to raise the profile of WebtraffIQ, but also of web analytics to a wider audience with the main offenders, including the communications and PR sectors which should really know better," comments Tim Gibbon, Communications Director at WebtraffIQ.

"Connecting WebtraffIQ to new areas of business has been important with recent introductions from Tim to theatrical (movie) releases such as Ong-Bak <http://www.ong-bak.co.uk>, new relationships with creative services portal and search engine Creativematch <http://www.creativematch.co.uk> and the UK's popular digital marketing discussion forum Chinwag <http://www.chinwag.com>. We look forward to more doors opening and further strengthening our experience in the creative and design, entertainment, lifestyle and FMCG sectors with Tim's help," concludes Richardson.

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## About WebtraffIQ

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link (Kent), City & Guilds, Eyetracker, Mando Group, Perceptor, Reuters Business Insight, Royal Institution of Chartered Surveyors (RICS), The National Baseball Hall of Fame and Museum and Tiscali UK.

## About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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