



Web Analytics company ClickTracks continues expansion with European growth

Elemental Communications, September 21, 2006

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Web Analytics company ClickTracks staffs new sales and support offices in the UK and Belgium

PR9.NET September 21, 2006 - Santa Cruz, California – US-based Web Analytics company ClickTracks Analytics Inc. (<http://www.clicktracks.com>), has expanded its presence in the UK and Europe employing sales and support staff to serve the region.

Recently merged with eMarketing firm J.L. Halsey, the company is applying new resources to meet the increased demand for ClickTracks Web Analytics in the UK and Europe.

Additional Staff in Europe:

The company has opened a new support centre in the UK to assist ClickTracks customers locally, and continue to deliver its award-winning Web measurement products and customer support services. Senior staff from the US offices have recently been relocated to Cambridge to lead support and sales engineering teams.

ClickTracks has also recruited Steve Price as UK sales manager to manage the increased interest from the UK and further grow ClickTracks' presence throughout the region. Price comes to ClickTracks with several years of Web Analytics experience, moving from ClickStream Technologies where he served as vice president of sales.

ClickTracks veteran Hans Bruinsma has moved to the role of European sales manager. Based in ClickTracks' Belgian office, Hans has served ClickTracks customers for over three years. Prior to joining ClickTracks, Bruinsma worked as a Web Analytics consultant for ClickTracks' reseller in Belgium.

ClickTracks Names new Communications Firm:

ClickTracks also names Elemental Communications as its PR and communications firm in Europe and the UK. "Elemental fits right in with our SEO-focus possessing skill-sets to work with both traditional and digital realms including emerging News Engine SEO. They will be working closely with SEO-PR and Maven Communications and the US team to bring brand consistency for the US, UK and EU markets," comments Michael Stebbins, vice president of marketing for ClickTracks.

"Elemental's appointment brings experience and knowledge in introducing new and established brands into the UK and EU from other regions and possesses over four years experience within the Web Analytics sector," concludes Stebbins.

Free Demos Offered:

ClickTracks European offices will be offering live demos starting throughout September and October 2006 to businesses interested in learning more about ClickTracks. To sign up, call +44 (0) 207 993 6402 or email <mailto:eusales@clicktracks.com> to schedule a demonstration of ClickTracks.

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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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