



Web analytics company ClickTracks warns UK retailers of holiday season rush

Elemental Communications, October 27, 2006

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ClickTracks Analyzer and Optimizer Web analytics software offered at discount rates giving UK holiday retailers tools to maximise sales

PR9.NET October 27, 2006 - Santa Cruz, California, USA ---- Web analytics company ClickTracks (<http://www.clicktracks.com>) warns UK retailers need to prepare for the holiday season ahead of the anticipated surge of online activity.

"Market estimates show this will be a record online selling season, and in some cases, the holiday season can represent as much as 50 percent of a retailer's annual sales. Having the best tools to draw visitors to a site and to close sales is critical to their economic success. ClickTracks is discounting two of its flagship products to give online retailers extra selling power in Holiday 2006," says Michael Stebbins, ClickTracks' vice president of marketing.

Retail industry analysts predict a 23 per cent increase in Q4 online sales, to \$33 billion in the 2006 holiday buying season in the US. In September online analysts Hitwise UK predicted an eight per cent growth in visits to retail Websites compared to last year's Christmas season in the UK.

"As more holiday buying moves online, retailers need to make it easy for customers to find their site and to find what they're looking for once they're there. Both ClickTracks Analyzer and Optimizer are perfect for showing which search terms and keywords are converting to sales and which aren't, so that marketers can make changes to holiday campaigns and web site landing pages," Stebbins explains.

ClickTracks Analyzer easily and immediately shows businesses how visitors interact with their web site. This single user license visually displays where visitors go, how long they stay and from which page they exit - all displayed by placing the metrics on top of the website.

ClickTracks Optimizer includes e-mail campaign and robot tracking, allowing marketers to better understand both human and non-human visitors. The Optimizer software license allows for up to three users, a marketing team can simultaneously view and interact with the web analytics information without the need to purchase an additional license.

With the 2006 holiday season just around the corner, the Web analytics company is offering a discount on both ClickTracks Analyzer and ClickTracks Optimizer products.

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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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