



# ClickTracks present UK and global Web analytics Webinars

Elemental Communications, January 22, 2007

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*Web analytics company ClickTracks to host live Webinars demonstrate product and service key areas*

PR9.NET January 22, 2007 - United Kingdom/LONDON - Web analytics company ClickTracks (<http://www.clicktracks.com>) is now offering free Webinars for its customers to learn more regarding its Web measurement products and services online.

Entitled the 'ClickTracks Live Overview', the Webinars consist of online demonstrations of ClickTracks Web analytics products and services starting in January 2007, and are currently set to run throughout the rest of the year with the latest to be held on the 23, 24 and 25 January 2007.

Presented by Andres Galdames, business analyst and Gideon Amparo, European sales engineer at ClickTracks, the online Web analytics show customers how to benefit from maximising the potential of the ClickTracks tools.

The Webinars which may be found at <http://support.clicktracks.com/clicktracks/learn/webinars.php> cover everything from how to segment visitors to how to set up revenue tracking. The online demonstrations also give customers tips and insights on interpreting specific results and are the only Web analytics virtual tutorials of this nature.

Using screen sharing inside the customers' browser, they are able watch live as ClickTracks' key features are demonstrated. The simultaneous toll-free telephone conference allows customers follow along with the discussion and ask questions in real time.

"The ClickTracks Live Overview compliments the range of Web analytics online classes, tutorials and seminars that enable business owners and marketers to perfect their traditional and digital strategy with our guidance. It allows our customers to tune in online in real-time, see the demonstrations live and interact with us asking any questions that may have ensuring that that are abreast of the latest developments to manage their businesses online," comments Michael Stebbins, VP of marketing for ClickTracks.

"Streaming video and live virtual classes is the perfect medium to deliver Web analytics to an audience and is intuitive for beginners and seasoned professionals using the Internet," concludes Stebbins.

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## About ClickTracks

<http://www.clicktracks.com>

Based in Santa Cruz, California, ClickTracks is the maker of award-winning Web Analytics software. ClickTracks products allow marketers to track the response to marketing campaigns and understand where visitors come from, as well as how they interact with a web site.

ClickTracks was voted 'Best Web Site Analysis Tool' in ClickZ's 2003, 2004 and 2005 Marketing Excellence Awards and was rated "Positive" in Gartner's 2006 MarketScope for Web Analytics. The company received a "Very Good" top rating from the InfoWorld Test Centre for its 6.1 product suite, and a Computerworld Innovative Technology award in the web site management category. ClickTracks' software has been reviewed and featured on CNET, ZDNet, Builder.com, TechRepublic, Internet.com, CRM Magazine, Media Magazine, MarketingSherpa and About.com.

ClickTracks is indirect wholly-owned subsidiary of J.L. Halsey Corporation (OTCBB:JLHY).

## 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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