

# WHSmith.co.uk to use Prophet, speed-trap Limited's powerful web measurement and client-side user journey analysis tool

Submitted by: Ad-Lib International Limited

Monday, 23 June 2003

---

E-tailer WHSmith.co.uk implements web measurement and user journey analysis solution on their site - [www.whsmith.co.uk](http://www.whsmith.co.uk) - to track website visitors, assess banner ad performance & site special offers plus seeing how visitors really do use the site

Newbury, Berkshire, June 23rd 2003. speed-trap Limited, the customer web observation and experience experts, has announced that WHSmith.co.uk is to use Prophet, it's client-side data collection and analysis solution on their website at [www.whsmith.co.uk](http://www.whsmith.co.uk). The primary reasons for using Prophet are to track website visitors and purchaser behaviour, thus enabling the site to be designed and maintained as well as possible to enhance the customer experience.

Announcing the sale, Simon Burton, speed-trap's sales director said: "We are of course very pleased that WHSmith.co.uk have chosen to implement Prophet on their website. It will help ensure that that their site is as visitor friendly as possible and in the highly competitive retail sector, a visitor friendly site very much means a more profitable site".

Burton continued; "Prophets' patented abilities to observe, analyse and replay the users journey through a web site allows site owners to really understand what their visitors experience and are doing. Once this is understood, site operators are able to take action to improve visitors' experiences and increase web site effectiveness and revenues. The clarity of insight that Prophet provides can be used to drive the development and management of effective and profitable web-based applications".

Commenting on the order, Jane Thurlow, Marketing Manager at WHSmith.co.uk said: "We look forward to reaping the benefits that implementing Prophet onto our site will bring, being able to accurately assess key elements within the site will assist us enormously. Via Prophet we shall have a real and up to the minute understanding of how visitors use, and more importantly, want to use the site, so that we can constantly tune it as required".

End

Notes to editors

About speed-trap

speed-trap invented client-side data collection. The company provides technology and solutions that provide accurate, real-time and complete data on the interactions between customers and their web sites and browser-based applications.

speed-trap's unique and patented client-side data gathering technology provides insight and data, which is being used by on-line organisations to drive and monitor their on-line marketing activity including the monitoring, measurement and management of their on-line business. This includes applications such as

campaign measurement, customer segmentation, customer experience monitoring and performance measurement. Other customers are using the technology to monitor key business metrics and drive real-time, anonymous personalisation and content management systems.

speed-trap was founded in January 2000; specifically to exploit its now patented technology. speed-trap is based in the UK with headquarters in Newbury, Berkshire. See [www.speed-trap.com](http://www.speed-trap.com) for further information.

#### About WHSmith.co.uk

WHSmith.co.uk is the interactive arm of multi-channel retailer WHSmith. The site offers 2.1 million products, including 1.5 million books.

WHSmith.co.uk offers the widest range of books, music, films and educational content via the Internet, and Interactive TV.

In the Henley Centre Report (5 June 2000), WHSmith.co.uk was rated the 4th most trusted website in the UK, and voted 'Website of the Year' at the E-tail 2000 Conference and in June this year WHSmith.co.uk was ranked 5th in the MMXI top 10 online retailers (by unique visitors).

#### Media Contacts

For speed-trap:

For WHSmith.co.uk

Jim Crowther

Ad-Lib International Ltd

Tel: +44 (0) 118 9744189

Email: [jim@adlibinternational.com](mailto:jim@adlibinternational.com)

GCI

Tel: 0207 072 4158

Email: [shodson@gciuk.com](mailto:shodson@gciuk.com)