

## Web analytics agency WebtraffIQ wins Sony UK contract

Submitted by: Elemental Communications

Thursday, 11 December 2003

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Sony UK have awarded web analytics firm WebtraffIQ <http://www.webtraffiq.com> an initial one year contract to manage its website measurement and analysis.

The contract has been awarded to WebtraffIQ after Sony UK searched for a measurement, reporting and analysis service after reviewing a number of products. The new vendor search was to identify a product that would unify their existing systems to increase the efficiency of the Sony UK website, and use the information to make key business development decisions. This information will be applied to increase customer loyalty with a superior level of customer service.

The Sony Business website offers information on an extensive range of solutions and products for the education, healthcare, media and retail markets amongst others. It's an important extension of the Sony business accessed by 1400 employees in Europe, the Middle East and Africa and 2000+ corporate clients and product distributors.

Kevin Hutchinson, CTO for WebtraffIQ explains what Sony UK desired, "The goal for Sony UK was to regain even more control from their existing measurement tools, and to integrate WebtraffIQ with Content Management System [CMS] and Customer Relationship Management Systems [CRM]. They required a single solution which possessed a common interface for reporting and analysing Sony UK's Key Performance Indicators [KPIs]."

Mike Crawford, General Manager, Sony Business Europe, comments "We were impressed with WebtraffIQ's flexibility and understanding of the requirements we sought, and their ability to adhere to what we specifically laid out for them to achieve for us. We are pleased with the solid and accurate measurement and reporting of marketing and PR activities including; email and viral campaigns, regional above and below-the-line campaigns such as online and off line advertising, partner and member activities and the unity of Sony UK data systems."

Marcos Richardson European Director at WebtraffIQ comments, "Sony UK's commitment to the project surpassed all previous collaborations in WebtraffIQ's history. They mapped out their technological infrastructure and presented its key performance indicators [KPIs] to WebtraffIQ, creating the foundation for WebtraffIQ's integration plan and solution criteria. Ultimately, we were chosen due to our consultative approach and our proven technology.

Hutchinson adds, "It's yet another win for WebtraffIQ which, demonstrates again that our technology is compatible with most other business systems and that we can implement and launch reporting across the whole business extremely quickly. From a business perspective we continue to grow organically and win high profile accounts proving that web metrics and analytics is continuing to surge ahead and define its role within the traditional and digital marketplace."

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----Notes to editors----

This press release is available in PDF, plain text and Word formats.

Photographs are available of Marcos Richardson, European Director of WebtraffIQ.

For further information visit the WebtraffIQ press centre at  
<http://www.webtraffiq.com/press/releases.php>

About Sony Business Europe:

<http://www.sonybiz.net>

Sony Business Europe is a leading supplier of broad horizontal business-to-business communication solutions as well as magnetic and optical storage solutions. Amongst others, Sony Business Europe's market segment solutions and service and support packages are targeted at organisations in the Education, Healthcare, Media and Retail sectors as well as Corporates and Justice. Device components such as camera sensors and modules, displays, batteries and semiconductors are targeted at OEM manufacturers and system integrators.

Their geographic area covers Europe, CIS, the Middle East and Africa. Sony Business Europe is a division of Sony Europe.

Sony Extranet

<http://www.sonyextra.net>

Sony Extranet is the online communication tool for organisations and individuals who have a direct or

strategic business relationship with Sony Business Europe.

About WebtraffIQ:

<http://www.webtraffiq.com>

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 Institute of Chartered Surveyors [RICS], Sony UK, The National Baseball Hall of Fame and Museum and Tiscali UK.

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