Intellitracker web analytics delivers greater marketing return, improved customer response and higher sales for their clients

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- Teletext Holidays improves customer response rate
- Loot.com, and Oxfam boost marketing campaigns

Web analytical software from Intellitracker is being used by their clients to significantly enhance their online marketing campaigns, improve customer satisfaction levels, increase customer retention and ultimately increase sales.
TeletextHolidays.co.uk, one of the UK's top three travel websites features around 250,000 accommodation, flight and holiday offers from hundreds of different agents and operators. By utilising
Intellitracker's predictive capabilities on information gathered when visitors to the web site click on the search function, Teletext Holidays have been able to improve the offers and availability of their products and predict future activity and demands.
In addition to using monthly and annual data collected by Intellitracker to predict future trends, the company uses data collected on an hourly, daily and weekly basis to inform advertisers about consumer habits and trends thus ensuring advertisers get the best response rates whilst users of the site get presented with deals to match their needs.
 Mary Finucane, Product Manager at Teletext Holidays said: "Intellitracker data has proved valuable for informing both commercial and editorial content management. In addition it is a great tool to help with reporting back to clients in order for them to optimise their advertising and maximise response".
With other clients such as Loot.com, Oxfam and TUI (Thomson Holidays, The First Resort and others), Intellitracker has been able to collect and analyse data which has been used to help drive successful marketing campaigns. By understanding the visitor's requirements they have been able to tailor their products or fundraising campaigns, improve and regularly update special offers and turn lapsed users into customer again.
Mark Wilding, Client Services Director of Intellitracker said: "Intellitracker has proved to be a valuable tool for our clients to enable them to boost sales and increase their customer satisfaction levels. We have helped each of our clients to tailor Intellitracker to exactly fit the needs of their web customers and market, giving them a deep understanding of those customers and an ability to maximise their response and sales opportunities."
Intellitracker's web analytic system was created in 1997 by a development team specialising in digital marketing. The company has over 30 clients (tracking over 200 web sites) including leading e-commerce organisations; Teletext Holidays, Oxfam, Loot.com, and TUI.

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Notes to editors

Photos available as jpeg files – please contact sue@vineycommunications.co.uk