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Listrak Email Marketing Announces Integration with Google Analytics

Summary: Listrak combines powerful email marketing tracking capabilities with web analytics for increased accuracy and relevancy

Lititz, PA – May 2, 2007 – [Listrak](#) announced today that it has integrated [Google Analytics](#) with its award winning email marketing solution. The result is a powerful marketing tool that tracks open, read, and click-through rates of the email campaigns and then tracks the interaction the subscribers have with their websites after they clicked-through the call to action link on the email message. This gives Listrak users a better understanding of their subscribers' online habits, which allows them to increase the relevancy of future campaigns while accurately predicting subscriber response. Combining both email tracking features and web analytics data gives marketers a complete understanding of their subscribers.

Google Analytics gives marketers quick and easy access to information that allows them to build accurate subscriber profiles while tracking overall goal conversion. With Google Analytics, marketers can tie goal conversion back to a specific email address or to a link through a specific email campaign, gather information on the average amount of pageviews per visit tied to a specific email address or to a specific email campaign, capture overall conversions from a specific email send, and summarize number of total visits across all email campaigns.

Ross Kramer, CEO of Listrak, says, "The combination of Listrak email marketing and Google Analytics results in a robust reporting tool that marketers can use to create timely, relevant email campaigns targeted to individual subscribers."

Google Analytics offers many marketing benefits to companies using it in accordance with their email marketing strategies. For example, companies will be able to see which subscribers added items to their online shopping carts but abandoned the carts before completing the purchase. Since the analytics are tied to their Listrak email marketing solution, marketers can easily send emails to those subscribers to complete the sale. Also, marketers can use Google Analytics for trending analysis, landing page optimization, and entrance and exit point reporting. Because it is integrated with Listrak email marketing, users can apply the knowledge instantly so they communicate better with their customers.

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For more information, please read Listrak's white paper "[Using Google Analytics to Increase Reporting Capabilities of Email Marketing Campaigns and Boost Relevancy and Response](#)".

About Listrak

Listrak is a leading provider of hosted email marketing software that allows permission-based marketers to manage, send, track and grow their email marketing investment. Listrak services clients such as Daimler Chrysler, Motorola, L'Oreal and the Islands of the Bahamas from its Lititz, PA headquarters. Listrak was named the 2006 Small Business Technological Excellence Award winner by the Philadelphia Chamber of Commerce, the 2006 Emerging Business of the Year by the Central Penn Business Journal, a Top Fifty Fastest Growing Company in 2006 and 2005 by the Central Penn Business Journal, and the 2005 Growth Company of the Year by the Technology Council of Central PA. To learn more, visit www.listrak.com.

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