

JYSK chooses IndexTools Web Analytics

Press Release

FOR IMMEDIATE RELEASE

NEW YORK, NY June 12, 2007 - Home furnishings are not the sorts of thing that most people typically buy online. Why then would Denmark-based JYSK, with some 1250 stores across Europe, the Middle East and Canada and yearly revenue of EUR 1.6bn need web analytics from IndexTools? Their customers cannot, after all, sit in a patio chair or test out a new mattress over the Internet. But they are likely to check out the JYSK website before making a store visit, and this is where IndexTools Web Analytics is proving its value.

A better-informed customer is better prepared to buy and more likely to come away satisfied. With this in mind, JYSK uses IndexTools Web Analytics to track how often visitors return to its site, how long they stay there and what specific content they pay attention to. This gives JYSK the intelligence it needs to optimize the site in favor of visitor and customer satisfaction. A satisfied customer is, after all, more likely to be a repeat customer.

“Loyalty is important,” said Mette Naomi Østerballe, Web Coordinator of JYSK. “It is important to create a site that customers want to come back to in order to find a good offer.”

On-demand tracking and reporting helped pull JYSK away from the log-based tool it previously used. With IndexTools’ custom reporting wizard they can produce reports tailored to JYSK’s business requirements. As a result, decisions regarding their product lines and their online presence can be taken more expediently and with greater confidence.

IndexTools also empowers JYSK to track the growth of the site from the numbers of page views, unique visitors and visits resulting from organic searches. Tracking the popularity of such visitor actions as email sign-up or use for store locator has come in quite handy at JYSK.

The impending launch of JYSK’s new online product catalog is a new challenge for the company. “It becomes very important to measure the popularity of product categories and specific products,” Østerballe added. “IndexTools Web Analytics help us to focus on and promote those products that are most popular.”

Ease of use, powerful report filtering and perhaps most of all, insightful and reliable customer service are a couple of benefits JYSK enjoys with IndexTools.

“It’s easy to get in contact with employees at IndexTools,” concluded Mette Naomi Østerballe, “and our issues get solved fast.”

About JYSK

The JYSK group, owned by Lars Larsen, today consists of round about 1250 shops in 28 countries, the major part of these located in Europe. The turnover is around 1,7 billions Euro. Growth is stable and controlled. The number of staff totals almost 12.000 employees, who all work with a professional attitude towards giving our customers a good offer, delivering optimal service as well as being inspiring, down-to-earth and good colleagues to each other.



About IndexTools

IndexTools offers a highly customizable and scalable analytics platform for companies' online marketing activity in each phase of the customer lifecycle. With IndexTools Web Analytics and Bid Management, businesses gain accurate, insightful and timely intelligence about the effectiveness of their online marketing.

IndexTools' services have boosted the online performance of more than 3000 clients worldwide, including Tesco, Vodafone, PriceRunner, and Jamba.

IndexTools serves its worldwide client base directly and through a network of more than 200 local partners in over 25 countries around the globe. IndexTools was founded in 2000, operates from New York City, US and has an extensive Technology Development Center in Budapest, Hungary EU. IndexTools' competitors include Webtrends, Visual Sciences (WebSideStory), Omniture and Coremetrics.

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