

Large German Publisher Living Large on the Web, Thanks to IndexTools

Press Release

FOR IMMEDIATE RELEASE

NEW YORK, NY September 20, 2007 - When a 260-year-old German publishing house went shopping for a partner to help sort out its rising web analytics needs, it didn't take the matter lightly. Schlütersche Verlagsgesellschaft (SVG) first began using web analytics a decade ago to track visitors to its websites. But when the venerable publisher of phone books and trade magazines ventured deeper into the waters of the Internet with a host of websites ranging from online yellow pages to entertainment portals, it found itself with more complex web analytics requirements.

"We compared many of Web Analytics tools and found that IndexTools fits our needs best," said Marc Hildmann, project director of Schlütersche Verlagsgesellschaft. "As a modern publishing house we have to understand our customers and their role in today's Internet business. Real-Time Tracking, Geo-Tracking and the flexible reporting system allow us to get exact control over our online activities."

SVG's analytic needs are similar to many web-involved businesses: they need to know where site visitors come from, what they do on site and how long they stay. SVG's use of elaborate online marketing tools raised these needs to a higher order. Marc Hildmann explained that IndexTools is able to provide the publishing house with the flexible, advanced tools it needs to monitor complex visitor activity brought about by various online marketing activities.

"We can seamlessly integrate our established online marketing tools," said Mr. Hildmann. "For example we've integrated our own PPC-Engine which delivers text-ads on several portal websites like suchen.de"

The result is a steady flow of intelligence concerning the effectiveness of all the content SVG chooses to post, on any of its sites. Thanks to IndexTools, SVG knows which text-ads are being read and which ones - and in what ways - affect site visitor behavior. This helps gauge the efficacy of online campaigns and lets SVG know which ads are biting and should be used elsewhere and which ones are duds.

Moreover, IndexTools Web Analytics is useful for online business development in the online community world of Web 2.0, added Mr. Hildmann. He proudly described SVG's new online citizen journalism platform, Buerger-Zeitung.de, based on Web 2.0, where ordinary citizens are becoming published journalists. By collecting predefined metrics IndexTools lets SVG know if Buerger-Zeitung is on track to expand beyond its test market of Oldenburg, in northern Germany.

About Schlütersche Verlagsgesellschaft

Schlütersche Verlagsgesellschaft mbH & Co. KG is a modern, medium sized publishing house. We offer sophisticated print and online products and services. Schlütersche combines hands-on competence and contemporary work methods with the experience of a company founded in 1747.

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Our core products are:

- directories
- trade magazines and books
- IT solutions for directory publishers

Schlütersche and its subsidiaries form the Schlütersche group, which is Germany's leading publisher of Yellow Pages. For further information visit <http://www.schluetersche.de/>.

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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