

**IndexTools Answers German Demand For Web Analytics  
With New Office In Frankfurt**

Press release

**New York, NY December 4, 2007 - Germany has become continental Europe's largest market for online business. This reality is well known to IndexTools, which with its online marketing analytics platform can post an increasing market share there. This week, the company announced the opening of Indextools GmbH in Frankfurt.**

"We provide a cutting edge online marketing analytics platform, a perfect fit for the needs of the German market," said Márton Szóke, founder and CEO of IndexTools, "and accordingly we have seen tremendous growth in Germany in the past two years. We understood that the local presence can further accelerate our growth in the German marketplace."

"The new office extends our growing attention to Germany and other German-speaking countries," said IndexTools COO Dennis R. Mortensen. The aim is to move resources closer to clients there, he added, "clients that are typically advanced users with specific Web Analytics needs such as Jamba, the mobile entertainment provider, ISA, a firm that optimizes news portal performance or ImmobilienScout24, a real estate portal in German-speaking countries. Moreover, our new product framework will be launched in February 2008 in Germany by our team at the new office."

Jens Maurer was appointed as the Managing Director to lead the new office. Maurer has extensive knowledge of web analytics and has specific experience in the needs of online marketers and campaign managers. In addition to winning new clients, the aim of the newly appointed Managing Director is to attract the best talents in the field of Web Analytics to join the IndexTools dynamic expert team.

**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 3500 clients worldwide, including Tesco, Vodafone, PriceRunner, and John Deere.

In Germany among others the following companies improve their online performance with IndexTools: Immobilien Scout GmbH, ISA GmbH, Jamba, Schlütersche Verlagsgesellschaft, Pangora GmbH.

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, and operates from three offices:

- IndexTools Americas - New York, US
- IndexTools Germany, Austria & Switzerland - Frankfurt, Germany
- IndexTools EMEA, Asia Pacific - Budapest, Hungary

IndexTools' competitors include Omniture (Visual Sciences, WebSideStory), Webtrends, and Coremetrics.

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