

WebtraffIQ Press Release:

Title: 'WebtraffIQ Alerts' clients via SMS and email
Date: 28 October, 2004, London, UK
Author: Rachel Hawkes, Account Executive, Elemental PR

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'WebtraffIQ Alerts' by SMS and email when websites goes down

Web analytics provider, WebtraffIQ announces its new SMS and email alert service 'WebtraffIQ Alerts'

----Begins ----

Web analytics agency, WebtraffIQ <http://www.webtraffiq.com> announces the launch of their new SMS and email alert service, WebtraffIQ Alerts.

WebtraffIQ Alerts checks the customer's website every 10 minutes, and then alerts them by SMS and email if their sites do not respond. Once the site is recovered, the customer will receive a notification also by SMS and email, informing them what has transpired.

The new 24 hour, 356 days a year service is freely available to all current WebtraffIQ clients; being an added functionality within their administration settings option. Notifications can be sent up to 10 individuals to their mobile phones or email. 'WebtraffIQ Alerts' is also available as a stand-alone service to companies wishing to invest in their websites uptime.

WebtraffIQ is one of the few Web Analytics vendors that deploy an external account and project management system for its customers. Customers can login anywhere in the world at any time and see the status of their various marketing campaigns and all documents relating to their campaign. The system shows developments in progress and allows instant feedback from its users.

European Director, Marcos Richardson at WebtraffIQ explains, "After receiving client feedback from our clients, WebtraffIQ is pleased to announce the launch of our new WebtraffIQ Alerts service. An operational website is vital in maintaining a good and trusted relationship with your current customers and future prospects. This service will become a normal component of managing a website in the near future."

Tom Carling, Director, Triangle <http://www.thetrianglegroup.co.uk/> comments, "WebtraffIQ Alerts is a great addition to the WebtraffIQ service for us. The unique nature of this product allows our customers to benefit by always having consistent up time; and if there are any changes with our Webpages, we are notified by WebtraffIQ Alerts. We can then act to ensure that customers always receive the best user experience possible."

“With recent news reports by Interactive Media in Retail Group (IMRG) <http://www.imrg.org> (<http://tinyurl.com/5r2xg> and <http://tinyurl.com/45cr2>) stating that 20 Million Britons are expected to shop online this year, spending upwards of £17 Billion, the competition online is going to be extremely fierce. Website owners should be aware of how their operations are performing every step of the way at all times, including the general upkeep of their sites”, adds Richardson.

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----Notes to editors----

This press release is available in PDF, plain text and Word formats. Photographs are available of the WebtraffIQ team.

The media spokespeople for WebtraffIQ are Marcos Richardson, European Director and Kevin Hutchinson, Chief Technical Officer (CTO).

About the Triangle Group

<http://www.thetrianglegroup.co.uk/>

Triangle is a multi-disciplined communications agency delivering integrated and digital campaigns for clients including Cadbury Trebor Bassett, Lloyds TSB, BAA, Diageo and Britvic Soft Drinks.

About WebtraffIQ:

<http://www.webtraffiq.com>

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link [Kent], City & Guilds, Mando Group, Triangle Group, Reuters Business Insight, Royal Institution of Chartered Surveyors [RICS], The National Baseball Hall of Fame and Museum, Sony UK and Tiscali UK.

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Elemental PR:

Rachel Hawkes, Account Executive, Elemental PR

Email: webtraffiq@elementalpr.co.uk

Direct Telephone: +44 (0)870 745 9292, Mobile: +44 (0)7930 375663,

Fax: +44 (0)870 745 9293, Website: <http://www.elementalpr.co.uk>

Address: Second Floor, 145 -157 St John Street, London, EC1V 4PY,
England, UK

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