



Website Stats Go Mobile With Mobilestats.co.uk – Press Release April 08

As more marketing spend shifts to digital media, the demand for data to track performance and online behaviour is becoming more immediate. UK internet analytics specialist, mobileSTATS (<http://www.mobilestats.co.uk>), has stepped up to the mark, offering sophisticated website stats, delivered in real time, direct to mobile phones.

Businesses signing up to the mobileSTATS service can track the number of visitors to their website, where they come from, which pages they are looking at, peak traffic times, cost per click activity and much more.

Jon Kelly, mobileSTATS MD, says: "In the quest to optimise online marketing, companies need intelligent web usage information to measure what's working well - and what isn't. Mobilestats.co.uk can deliver that information to your mobile or Blackberry, in real time, around the clock. Imagine having the equivalent of Google analytics on your phone, with instant real-time reporting available 24/7."

Users can choose to access graphs, performance comparisons and information about which 'natural referrers', such as Google and MSN, are generating traffic or sales, on a daily, weekly or monthly basis. And if a trend or hot spot changes, or a site goes down, mobileSTATS will immediately send an SMS alert to a designated mobile phone, to enable a rapid response.

Kelly adds: "CEOs and marketing directors can now access key website performance data on the golf course or during a business lunch simply via their mobile phone to ensure they are always completely up to date."

The mobileSTATS service supports all types of web formats, including Flash, and delivers conventional website performance statistics to your mobile phone. More importantly mobileSTATS also supports the rapidly emerging .mobi websites (and WAP standards) and identifies mobile phone users viewing your website. A team of consultants is also available to provide more in-depth written reports for board meetings, and work with in-house teams to design and build mobile websites and develop strategies to drive quality traffic.

Ends

Notes for editors:

Based in Northampton, UK mobileSTATS Limited was set up by developers and business experts Andy Davies and Jon Kelly. Following 18 months market research and development of technical, business and product requirements, mobileSTATS was officially launched in January 2008, immediately attracting subscribers from the US, New Zealand, Australia, Switzerland, Greece, Russia and the UK.

MobileSTATS also offers referral incentives.