

Unilytics opens Silicon Valley office to better serve its growing list of US clients.

March 31, 2011 – TORONTO, ONTARIO – Unilytics Corporation, a leading web optimization and analytics product and consulting firm today announced the opening of its new office in Palo Alto, California. The office opens April 1, 2011.

The new Unilytics office is located in Silicon Valley close to Stanford University and in the heart of the internet marketing ecosystem. “With the rapid expansion of our product and service offerings, we felt it was important to be close to our industry and customer base” said Peder Enhorning, President, Unilytics.

Unilytics’ now serves over 800 customers around the world and the US market is rapidly expanding. US customers include Accenture, Wolters Kluwer Health, HP and all levels of local, state and federal governments. Unilytics has successfully established long-term relationships with many US clients to assist them with ongoing online marketing and web measurement. This includes the installation and service of Unilytics’ own web analytics products as well as consulting services and training for Webtrends, Omniture and Google Analytics.

Web Analytics and web site optimization has become increasingly popular as firms demand better insight into the effectiveness of online campaigns and the success of their web sites. The new office will enable Unilytics to become more responsive to its US customers.

About Unilytics

Unilytics is a leading web optimization and analytics company, offering consulting, configuration and training to a growing client base of over 800 customers including leading firms in finance, technology, medical, CPG, communications and media sectors as well as all levels of government. Unilytics has developed proprietary technology to enhance reporting for Microsoft SharePoint®, produce customized dashboards, improve tracking for 1:1 marketing and manage large log files. While the company specializes in Webtrends, Omniture and Google Analytics, they also incorporate cross-channel data such as email marketing, CRM, customer service and phone support into data warehousing for a complete understanding of the customer experience. Consulting services include web site optimization, web analytics customization and training and Key Performance Indicator (KPI) construction and analysis.

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