

Technology Leaders Joins WebTrends Insight Network to Maximize Customers' Web Site ROI

Leveraging Web Analytics for Competitive Advantage

New York, NY — February 4, 2003 — Technology Leaders (www.technologyleaders.com) today announced it has joined the WebTrends® Insight Network to help customers improve and maximize the success of Web initiatives through the use of WebTrends Web analytics. Technology Leaders delivers a complete web optimization service, **e5o** (ebusiness 5 step optimization) that includes the use of WebTrends analytics as a core element. By combining quantitative data, on line marketing and deep integration of web technologies, **e5o** offers a unique advantage to customers. Andrew Edwards, a managing partner at the firm, says “We believe **e5o**, with WebTrends data at its heart, is one of the few ways a company can actually achieve and validate better ROI on the Web.”

In today's economy, organizations need to know the value that their Web site returns to the bottom line. However, according to analyst firm IDC, only about 20% of U.S. companies analyze their online traffic beyond simply counting the number of Web site “hits” on a regular basis. Thus, the majority of companies today don't have a clear picture of visitor activity on their site. This emphasizes the need for a clear Web strategy that utilizes Web analytics technology. Properly used, Web analytics can enable companies to understand and act upon Web site activity and better meet Web site objectives.

The WebTrends Insight Network is a group of interactive agencies and Web analytics consulting firms around the U.S. that provide organizations with best practices and methodologies using WebTrends Web analytics. By doing this, W.I.N. members help customers meet on line business objectives. Like Technology Leaders, participating members work with some of the world's leading web sites, defining and measuring Web site goals and metrics; as well as providing strategic Web site design and assisting in site improvement and measurement for ROI.

“Companies like Technology Leaders bring unique value to their clients because they can provide them with tangible results that impact a clients' bottom line rather than operating on hunches and best-guesses.” Said Dan Meub, senior vice president and general manager of the Web Analytics Business Unit at NetIQ. “With WebTrends solutions, our customers have seen significant improvements in acquiring, converting and retaining their Web visitors, which ultimately gives them a competitive advantage.”

About Technology Leaders

Technology Leaders leverages web analytics to optimize web site ROI.

We use powerful, industry-standard plus custom web analytics tools to measure user activity in a way that is meaningful to the organization.

We then draw upon our considerable expertise to make sense of what was measured. And then, we take action by improving, optimizing, and measuring again to prove ROI effectiveness.

Organizations can now rely on one company to deliver a complete package of measurement, analysis and measurable ROI improvement for web sites.

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