



PRESS RELEASE

Track the lost visitors of your website with ‘MapMyLead’ – a web analytics tool launched by Bangalore based Nabler

‘MapMyLead’ helps companies increase leads from their websites by up to 300%

Mumbai, 15th February, 2010: Bangalore based Nabler Web Solutions, India’s first full-service web analytics company, has launched “**MapMyLead**”, an innovative web analytics tool that has been entirely conceptualized and developed in the labs of the company. MapMyLead comes with a robust report-building capacity that helps organizations identify visitors to their websites who could be potential customers, even if they did not enquire through the website.

MapMyLead is a SaaS (Software as a Service) application built on ASP.NET. It works on JavaScript tagging. All the customers have to do, is insert a single line JavaScript on their website and start generating results immediately.

Announcing the launch, **Seby Kallarakkal, Founder and CEO of Nabler Web Solutions** said, “We believe that the web is the future for all businesses. MapMyLead helps organizations identify and remarket their products/services to those companies and individuals who visited their websites and left without contacting them or filling the enquiry form on their website. This aids in reaching out to the lost visitors thereby increasing the conversion rate.”

“MapMyLead provides granular details of visitors to an organization’s website such as the name and location of the company that visited, pages viewed, time spent on each page, level of interest, and more. This tool can ideally be used by organizations that are largely dependent on their websites for generating leads, organizations in the B2B domain, and enterprises that have mid-to-large sized companies as customers (who usually have registered IP addresses),” **added Seby Kallarakkal.**

Full details on MapMyLead are available at its website www.mapmylead.com

Nabler provides comprehensive web solutions to several organizations across the world. The company has helped more than 80 websites perform and deliver results. Its aim is to help organizations derive more from their websites – in terms of productivity and revenue.

Nabler is backed by strong web analytics and technical teams that consist of Microsoft Certified Professionals. Besides an in-depth technical and domain expertise, the team at Nabler has a rich experience of over five years in building web tools such as 6Science (custom website crawler) and custom analytics applications for various clients.

For more details on Nabler, visit www.nabler.com

About Nabler Web Solutions:

Nabler is India's first full-service web analytics company. Since inception, Nabler has been involved in analyzing more than 80 websites. Nabler was founded with the idea of helping companies leverage the Internet. The Internet world is rich in data and Nabler helps companies define, collect, process, present, and understand this data.

Nabler's services include:

- **Website optimization** based on data to increase engagement, subscriptions, leads and sales on the website
- **Campaign analytics** to help companies realize better ROI on their online marketing efforts
- **Testing services** that help companies make better decision on promotions, offers, and products
- **Strategic inputs** on customers, products, and services to help companies take better business decisions
- **Brand analysis** using data from social media

Nabler also has an R&D division that is creating products that helps customers get the best out of their websites.

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