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**FOR IMMEDIATE RELEASE**

**X CHANGE 2010 WEB ANALYTICS CONFERENCE ANNOUNCED**  
*Top Web Analytics Conference Chooses Monterey*

**NOVATO, CA – February 4, 2010** - Semphonic and Web Analytics Demystified announced today that the X Change Web Analytics Conference will be held at the Monterey Plaza Hotel & Spa in Monterey, California on September 20-22.

X Change is the premier conference for Web analytics professionals. The X Change Conference is built around "Huddles" – small group break-outs led by enterprise analytics managers and senior practitioners. Last year's leaders included web analytics managers from Adobe, AOL, Barclays, Best Buy, Charles Schwab, Hewlett Packard, Intuit, Microsoft, Nokia, Salesforce, The New York Times, Turner Broadcasting and many other top brands.

"The all-conversational format and sophisticated audience make for a compelling experience," said Semphonic President Gary Angel. "X Change brings the best people in the world of web analytics together to talk deeply about the problems and opportunities in enterprise web analytics. The peer-to-peer nature of the Conference makes it a great learning experience even for advanced practitioners. Its personal focus also makes it a terrific networking opportunity."

"I go to lots of conferences and this one was, by far, the one with the best conversations. The huddles that I participated in and the other discussions that I joined provided some great insights and better understanding about the world of web analytics," said Michael Scherotter, Media Evangelist for Microsoft and a 2009 X Change attendee.

The X Change Web Analytics Conference sold out for the third consecutive year in 2009. The only conference that focuses solely on web analytics, X Change 2010 will focus on cutting edge talks around issues that influence and shape the measurement analytics industry.

"X Change has become the definitive event for serious practitioners of digital analytics," says Eric T. Peterson, event co-sponsor and Founder of Web Analytics Demystified. "Every year X Change attracts practice leaders from around the world who are producing measurable and substantial results from their investment in analytics and who are willing to share their experiences."

Another popular and innovative leg of the conference is Semphonic's Think Tank Training. "Think Tank, like X Change, is targeted toward sophisticated professionals who already know the basics and want to extend their knowledge of the more advanced and rewarding aspects of web analytics. All the classes are small, hands-on and taught by practicing professionals," said Angel.

The Monterey Plaza is the latest in a line of top resort destinations chosen to host X Change. Past locations include the St. Regis and Ritz Carlton hotels in San Francisco. Nestled on the water and walking distance to the renowned Monterey Bay Aquarium, the Plaza is the premier resort destination in Monterey.

For details or to reserve your spot at the conference visit: <http://www.semphonic.com/conf>

**About Semphonic**

Semphonic is the world's largest independent Web analytics consultancy, with headquarters in San Francisco and offices in Boston, New York, Washington, DC and Portland, OR. Founded in 1997, the company has helped leading corporations, government agencies and non-profits achieve measurable improvement in the performance of their

web channel. Clients include American Express, Charles Schwab, National Cancer Institute, Nokia, Genentech and Intuit.

For more information about Semphonic, please visit: [www.semphonic.com](http://www.semphonic.com)

### **About Web Analytics Demystified**

Web Analytics Demystified, founded in 2007, provides objective strategic guidance to companies striving to realize the full potential of their investment in web analytics. By bridging the gap between measurement technology and business strategy, Web Analytics Demystified has provided guidance to hundreds of companies around the world, including many of the best known retailers, financial services institutions, and media properties on the Internet.

For more information on Web Analytics Demystified, please visit: [www.webanalyticsdemystified.com](http://www.webanalyticsdemystified.com)

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