

**FOR IMMEDIATE RELEASE**

**SEMPHONIC ANNOUNCES MOBILE PRODUCT OFFERING**  
*Vice President Greg Dowling to Head “SMART” Mobile Program*

**SAN FRANCISCO – April 6, 2010** – Semphonic, the world’s largest independent Web analytics consultancy, announced today a comprehensive mobile program designed to help companies “Get SMART with Mobile.” Headed by mobile expert and Semphonic Vice President Greg Dowling, the “SMART” program is designed to break down the mobile platform into actionable steps that culminate in a highly customized and effective mobile presence.

“The ‘SMART’ acronym is our way of segmenting the key aspects of a successful mobile program,” said Dowling. “By focusing on the strategy, measurement, analysis, reporting and tactics, we’re able to help companies make pragmatic choices in developing a mobile product offering.”

“Mobile has rapidly become the home of key interactions with customers for businesses of all sorts,” said Semphonic President Gary Angel. “It’s absolutely critical for businesses to make mobile advancements appropriate to their objectives and customer demand.”

“Too often we see a company create an ineffective app or mobile presence based solely on ‘keeping up with the Joneses,’” said Dowling. “Our SMART program is aimed at building a highly efficient mobile program from the ground up – it’s this strong foundation that can enable a company to make truly powerful impressions on the platform.”

Semphonic has pioneered the way that enterprises leverage Web analytics data through Functional, Use Case and Behavioral Segmentation analysis projects. The company, which created the “Analytics Roadmap,” focuses on maximizing the value that harvested data can provide to all key stakeholders within a company.

“The high level strategy and analysis required to produce mobile success is right in our wheelhouse,” said Angel. “From assessment to implementation, mobile isn’t something to be taken lightly, a quality mobile presentation can create transcendent results – one that is lacking can snowball into a logistical and costly nightmare.”

For more information about the “Get SMART with Mobile” program, visit:

<http://semphonic.com/in/inmobile.aspx>

**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 Charles Schwab. Semphonic is also the driving force behind the premier web analytics conference, X Change.

**Contact:**

Wesley Yee

Semphonic

888-517-2171

[wye@semphonic.com](mailto:wye@semphonic.com)