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**For Immediate Release**

## **Web Analytics X Change Conference Adds Expert Speakers from Digitas, Omniture, Visual Sciences and WebTrends**

**Matt Belkin, Terry Cohen, June Dershewitz, Aaron Gray, Matt Jacobs, Olivier Silvestrie to Facilitate Conference “Huddles”**

NOVATO, CA – August 13, 2007 – [X Change](#), a highly focused [web analytics](#) conference for and by real-world practitioners and web analytics managers, today announced that it has added more web analytics experts from most of the leading analytics tool providers and one of the premier digital agencies in the world. The new speakers will add to the already formidable array of practitioners at the conference and represent some of the best talent in the industry. Each will lead “Huddles” at the event to be held September 20<sup>th</sup> and 21<sup>st</sup>, 2007 in Napa, California, at COPIA – the Premier Wine, Culinary and Arts Center, nestled in the heart of Napa’s Wine Country.

The Conference is unusual in that it consists of many small discussion groups (“Huddles”) hosted by facilitator experts in specific topic areas. During the intimate setting, conference participants will be able to share experiences, exchange ideas and brainstorm new approaches with experts, as well as with each other in a structured environment. Eric T. Peterson of Web Analytics Demystified, the noted web analytics author, consultant and speaker will marquee as Keynote Speaker, and also serve as one of the expert facilitators.

New Huddle experts include:

- Matt Belkin, Vice President of Omniture Consulting and well-known industry blogger, will bring his experience helping Omniture’s customers maximize online marketing strategies to X Change. Matt will host Huddles on tips and tricks for the Omniture Tool Suite and on Online Marketing strategy. Matt’s experience leading Omniture’s large professional services group gives him a unique perspective on the challenges – not only of doing web analytics but on building and maintaining web analytics expertise.
- Terry Cohen and Matt Jacobs of Digitas will bring the analytics perspective of one of the premier interactive agencies in the world to X Change. Terry, who heads up Digitas’ Digital Media Analytics Practice will also present at X Change on Measuring Return on Engagement. Matt Jacobs, Vice President of Strategy & Analysis for Digitas, is a long-time industry veteran, blogger and authority. He’ll be leading huddles on customer and web behavioral integration.

- June Dershewitz, noted Northern California Web Analytics consultant, will be huddling on getting at web activity data without (or beyond) a commercial web analytics tool. June has helped companies like Blue Shield and Oracle better use analytics data. And she'll be facilitating sessions on getting at web activity data outside the traditional toolbox. It's an opportunity for companies looking to supplement their web analytics toolkit to talk and work with an experienced veteran of large data warehouse/data mart efforts in the web analytics space.
- From WebTrends comes Aaron Gray, Executive Solutions Architect and noted speaker. Aaron will be leading huddles on Using Web Behavioral Data and WebTrends Tips & Tricks. It will be a great opportunity for participants to explore some of the exciting new features in WebTrends Marketing Lab 2 and talk about how capabilities like visitor scoring can be integrated into CRM efforts.
- Visual Sciences' Olivier Silvestrie, Director, Web Analytics and Optimization Consulting, will be adding his years of experience help Fortune 500 customers turn information into actions to maximize their online profitability. Not only does Olivier lead optimization services from Visual Sciences, he manages the vertical specialists who help clients across key sectors like Media&Publishing, Financial Services, and Travel implement and use web analytics. He'll be leading huddles on deploying optimization technologies and, of course, on tips & tricks with the VS product suite.

"These are all amazing people," says Semphonic President Gary Angel. "I'm thrilled that Digitas, Omniture, Visual Sciences and WebTrends have all stepped up and contributed people like this for X Change. When I look at the line-up of experts that people will be able to talk and work peer-to-peer with I think it's incredible. You'd have to pay many, many thousands of dollars to sit down with people like this outside of a Conference like X Change and really talk about your web analytics issues and problems."

Other expert facilitators for X Change include Eric Peterson of WebAnalyticsDemystified, Duff Anderson of iPerceptions, Gary Angel and Paul Legutko of Semphonic, Paul Bruemmer of RedDoor Interactive, Joseph Carrabis of NextStage Evolution, Manoj Jasra of Enquiro, Phil Kemelor of CMS Watch and Semphonic, John Quarto-vonTivadar of FutureNow, Marshall Sponder of IBM and Webmetricsguru, Jaques Warren of WAO Marketing and more!

Semphonic, a leading web analytics consultancy, is sponsoring X Change. To learn more about the X Change Conference and to reserve your spot, please visit <http://www.semphonic.com/conf>

#### **About SEMphonic**

SEMphonic has over 10 years of experience as a web analytics consultancy for agencies and companies such as Answers.Com, American Express, AOL, Care2, Charles Schwab, Intuit, Morgan Stanley, Nokia, NPD, SurePoint Lending and many others. Semphonic has partnered with most of the major web analytics tool vendors and provides a range of services including tool evaluation, tagging, implementation and rollout support, end-user and analytic training, report development, highly targeted deep-dive analytic projects, SEM analytics, and full-service web analytics outsourcing. SEMphonic is headquartered in Novato, California. Visit us at [www.semphonic.com](http://www.semphonic.com) for more information.

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