

## SEMPHONIC ANNOUNCES UNICA TRAINING IN ORLANDO

*Hands-on NetInsight Training Program to be held in conjunction with Unica's Marketing Innovation Summit*

**SAN FRANCISCO, CA – April 1, 2010 --** [Semphonic](#), the world's largest vendor-neutral Web analytics consultancy, announced today that the company will be bringing its advanced [Unica NetInsight](#) Web analytics training to Orlando, May 19 at the JW Marriott Grande Lakes. Held in conjunction with Unica's [Marketing Innovation Summit](#) (MIS), this is a hands-on training designed to help analysts and marketers alike make better use of NetInsight in their programs.

“These workshops have been very well received in the past,” said Phil Kemelor, head of Semphonic's Washington, DC office. “This is an extremely intensive offering that engages attendees in a hands-on way that is unprecedented. We find that Web analysts want to learn more about how to use NetInsight – Unica's increasingly popular and very powerful next-generation analytics solution. This set of classes goes to a level you can't get anywhere else.”

Attendees can expect a practical and immediately useful Web analytics education designed to deepen their knowledge. “We view this as the ideal Web analytics immersion,” said Semphonic President Gary Angel. “The goal is to share the experience and knowledge that we have accumulated as real practitioners. We aren't teaching people how to point-and-click in the interface – we're concentrating on how to actually do Web analytics.”

Angel, along with Semphonic Senior Consultant Jason Viger, will teach classes on:

- Segmenting Web Analytics Data with Data Mining (a step-by-step walk through)
- Advanced SEM Analytics
- Functional Analysis Method for Web Analysts

“Bringing this workshop to Unica MIS was an obvious fit,” said Angel. “The level of marketing expertise at MIS is always high and there is a definite desire among attendees to gain an edge by augmenting their NetInsight knowledge – existing or not.”

Due to the event's hands-on nature and comprehensive agenda, registrations for this workshop are limited. To register go to: <http://www.mis2010.com/registration.htm#semphonics>

**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.

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