

Inetasia and Philippine Airline's Webtrends Deal Takes To The Sky

By InetAsia Solutions

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Inetasia, a leading Asia based independent Internet consultancy, recently signed a WebTrends analytics deal with Philippine Airlines. The deal will enable the airline to assess the visitor experience of its website, build conversion rates.

Philippine Airlines recently signed a deal with Inetasia, a leading Asia based independent Internet consultancy, to track and monitor the visitor experience of their website, pinpointing dropout areas and improving conversion rates and ROI using WebTrends.

WebTrends offers market intelligence to companies; clarifying the ways that customers use their websites and enabling them to maximize ROI through better conversion rates. It is one of the most configurable web analytics programs available, with a user-friendly interface and powerful reporting capabilities.

Gregory Smyth, Inetasia's CEO, believes that WebTrends will be an invaluable tool for Philippine Airlines. "Philippine Airlines is a forward thinking, flexible organization - a good match for a partnership with Inetasia. Our WebTrends expertise will help them understand where their website visitors come from, what they do on site, and where and why they leave".

"The WebTrends reports for Philippine Airlines will be highly customizable, and provide information that is easy to act on", Mr. Smyth continued. "The data also provides an excellent jumping-off point for digital marketing or website re-design".

The latest version of WebTrends (version 8.5) is used for reporting by Philippine Airlines. The new features of this version include standard Web 2.0 reporting and enhanced access to website data, while the interface has undergone a complete redesign since its inception earlier in the decade.

About Philippine Airlines

Philippine Airlines was founded in 1941, and now runs a fleet of 47 to destinations across Asia, Australia, the Middle East and North America. It was recently named "Airline Turnaround of the Year 2007" by the Centre for Asia Pacific Aviation.

About Inetasia

Inetasia - provides a range of enterprise-level marketing solutions to help its clients consolidate, integrate and quantify online initiatives. Inetasia places a strong emphasis on the integration of solutions and detailed reporting for maximum return on investment. From the initial Design, Campaign Optimization and Management, through Search Engine Optimization, Internet Marketing, Ad Serving to Web Analytics and Multivariate Testing; Inetasia provides the tools and expertise to help its clients succeed online.

Inetasia's flagship clients include major local and multinational corporations such as HSBC, Visa, Deutsche Bank, Hong Kong Trade Development Council, Bangkok Hospital, Accor Asia Pacific, Philippine Airlines, Shangri-La Hotels and Resorts, Hong Kong Tourism Board, SmarTone-Vodafone, SingTel, Orient Overseas Container Line, and Maxis Communications.

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Category Internet, Computers, Marketing

Tags web analytics, Internet Marketing, webtrends, search engine optimization, website analytics, internet marketing services

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