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## **VisiStat CEO Jim Bennette to Talk Social Media Measurement at Online Marketing Summit 2012**

*Attendees will learn how small-to-medium sized businesses can successfully merge social media and analytics strategies to generate valuable business insights.*

**San Jose, CA – January 30, 2012** – VisiStat, a provider of cloud-based customer intelligence solutions that deliver key business insights for small/medium businesses and enterprises (SMB/SME), today announced that company CEO Jim Bennette is speaking at the 2012 Online Marketing Summit (OMS 2012) in San Diego, CA on February 7 at 9:45 a.m. VisiStat will also be hosting demos and briefings on the show floor at Booth 209.

Small businesses can no longer ignore the fact that social media has become a major influence on customer behavior and purchasing habits. In fact, it plays an increasingly critical role in the day-to-day sales and marketing activities for companies of ALL sizes.

Bennette's session at OMS 2012 will discuss why social media is important to SMBs, and the importance of properly measuring social media's impact on website traffic and how they can gain valuable insights to help them make better business decisions.

“Social Media can be overwhelming, but it's a highly productive touch-point for small businesses,” said Jim Bennette, CEO of VisiStat. “Small businesses that understand best practices for participating in and properly measuring social media will realize the biggest benefits and set themselves apart from their competition.”

OMS 2012 will enable attendees to collaborate, network and learn how to execute on the best practices in online marketing. The event includes hands-on training workshops, one-on-one personalized labs with experts, thought-leadership presentations and peer-to-peer collaboration. For more information, please visit <http://www.onlinemarketingsummit.com>.

**About VisiStat**

VisiStat's customer intelligence platform captures complex analytical data in real-time, and simplifies it specifically for SMB/SME organizations, enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness. For more information, please visit [www.visistat.com](http://www.visistat.com), call 408.458.9981 or e-mail [info@visistat.com](mailto:info@visistat.com). You can also read the company's blog at <http://blog.visistat.com/>

**Media Contact:**

Peter Nilsson

Tel: 858.880.5466

Email: [peter@performpr.com](mailto:peter@performpr.com)