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**For Immediate Release**

## **Web Analytics X Change Conference Adds Expert Speakers on Persuasion Architecture, Executive Reporting, Attitudinal Research, Search Analytics and More**

**Duff Anderson, Paul Bruemmer, Joseph Carrabis, Phil Kemelor, John Quarto-vonTivadar, Jacques Warren to Facilitate Conference “Huddles”**

NOVATO, CA – July 23, 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 who 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 experts in specific topic areas. In this intimate setting, conference participants will be able to share experiences, exchange ideas and brainstorm new approaches with experts and peers. It’s a rare opportunity to talk in-depth with experts from across a wide-range of web analytic practice areas.

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:

- Phil Kemelor, author of ‘The Executive’s Guide to Web Site Measurement and Testing’ and the ‘CMS Watch Web Analytics Report,’ will be hosting Huddles on how to focus senior management on the business value of web analytics and how to build cooperation between IT and marketing in large organizations.
- John Quarto-vonTivadar, CTO of Future Now, will host Huddles on the “Persuasion Architecture,” which he co-invented. Semphonic’s President, Gary Angel, is planning on working with John on a Huddle that combines Semphonic’s Functional Web Measurement Methodology with John’s Persuasion Architecture. Says Angel, “That’s a combination that I’ve been interested in for awhile now – I think there’s a synergy between the two approaches that hasn’t yet been explored. X Change is the perfect venue for that.”

- Another really hot measurement topic – the role of attitudinal research in web analytics – will also get plenty of attention. Duff Anderson, VP of Research and Development for iPerceptions – a leading customer satisfaction research provider – will guide Huddles on deploying and analyzing online survey research. In addition, Joseph Carrabis of NextStage Evolution, will be facilitating Huddles around understanding consumer attitudes on the web. Mr. Carrabis, author of 22 books, will also add to XChange’s already impressive list of Huddles on Social Networking measurement and analysis.
- Jacques Warren, founder of WAO Marketing and formerly of Bell Canada, will guide Huddles on determining KPIs and cost/revenue analysis for online Campaigns. Jacques specializes in helping companies do more effect web channel reporting and analysis. He has helped dozens of organizations from various industries implement Web Analytics. He is particularly interested in how analytics impacts interactive marketing.
- From Red Door Interactive, SEO expert Paul Bruemmer will guide Huddles on advanced topics in SEO and SEO measurement. Participants can learn more about Universal and Local Search – and the implications for measurement within the increasingly complex Search environment. According to Angel, “Being able to talk with people like Paul is what X Change is all about. He’s a true expert in his field. And he’s the kind of guy you just can’t appreciate fully until you’ve had a chance to really sit down and talk with him. Talking with Paul always makes me realize how much about SEO I don’t know!”

According to Keynoter Eric Peterson, the small, hands-on aspect of the Conference is what makes it exciting. “I like that it’s personal. That it’s an opportunity for all of us to really talk, in-depth and focused, about what works and what doesn’t. At conferences, the best parts are often the conversations I have in-between things. X Change is just that conversation. If you’re really serious about DOING web analytics, you should attend X Change.”

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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