
comparethemarket.com Achieves Complete Insight into Customer Journeys with Speed-Trap and IS Solutions

London, 23rd February 2011

Insurance price comparison website **comparethemarket.com** has chosen Speed-Trap, delivered by IS Solutions, to provide complete online customer insight on visitors to its site. Speed-Trap is being used to discover how customers of **comparethemarket.com** are using the site so that products, content and offers can be optimised to enhance their user experience.

IS Solutions is a long-standing Speed-Trap partner with a trained team of delivery personnel that will be implementing Speed-Trap on **comparethemarket.com**. This delivery phase follows on from a successful proof-of-concept exercise that allowed **comparethemarket.com** to understand how visitor data collected by Speed-Trap could be used as a real differentiator in its market.

Speed-Trap's tag-free technology and pre-built analytical models mean that the implementation effort involved in instrumenting **comparethemarket.com** to collect visitor intelligence is lower than for competitive solutions in this area. IS Solutions further enhances this benefit through experience gained from multiple deployments of this technology.

Mark Vile, Marketing Director at **comparethemarket.com**, commented: "The partnership between IS Solutions and Speed-Trap provided us with the complete solution for developing insight on consumer behaviour on our site. The insight will in turn, enable us to improve the overall user experience."

Peter Kear, IS Solutions' Sales Director added: "IS Solutions has assembled a portfolio of industry-leading business intelligence products and is delighted to welcome **comparethemarket.com** to our list of clients that benefit from the best in customer insight. "

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About comparethemarket.com

comparethemarket.com was launched in 2006 as a motor insurance comparison site, offering customers a wide range of competitively priced insurance quotes instantly online. It is now one of the UK's leading price comparison brands.

As well as insurance, **comparethemarket.com** now also offers comparisons on credit cards, loans, current accounts and savings accounts.

comparethemarket.com actively selects its brand partners to ensure quality service to consumers. **comparethemarket.com** is a trading name of BISL Limited. BISL Limited is authorised and regulated by the Financial Services Authority.

Registered Address: Pegasus House, Bakewell Road, Orton Southgate, PE2 6YS. Registered in England number 3231094.

About IS Solutions Plc

IS Solutions provides website design and development services for public and private sector clients. The company's solutions are underpinned by a full range of IT services for complete peace of mind and it also provides web analytics, content management, online risk management and security products from leading industry vendors. IS Solutions is listed on the London Stock Exchange (stock code ISL).

For more information, please visit www.issolutions.co.uk.

About Speed-Trap

Speed-Trap is a provider of software that uses Web 2.0 technology to capture and analyse interaction at the user interface – whatever the device (mobile, iPhone, PDA, gaming console) or technology deployed (webpage, Adobe AIR, Silverlight, Flash, Flex, AJAX) – to deliver complete real-time data on every visitor and user of all online applications – complete online customer insight. Speed-Trap's systems have come to define a new approach to the integration of online applications into an enterprise's Information Architecture. The system's User Interface Capture functionality provides a definitive, flexible and reusable source of customer, behavioural, process and performance data from any Internet, intranet or extranet application.

For more information, please visit www.speed-trap.com.

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