

Britannica.com Harnesses Power of User Feedback with OpinionLab's OnlineOpinion

Continuous Feedback System Helps Portal Connect with Visitors And

Measure Satisfaction



OPINIONLAB EXHIBIT 2010

HIGHLAND PARK, Ill., Sept. 20 /PRNewswire/ -- Britannica.com Inc., creator of leading consumer and educational sites, has selected the OnlineOpinion automated feedback system to help it leverage the power of continuous feedback and better connect with visitors to its flagship site, Britannica.com (<http://www.britannica.com>).

"Britannica.com is committed to being the best, and to meet that goal we need to understand what our users think," said Mitch Davis, Senior Vice President of Marketing for Britannica.com Inc. "OnlineOpinion is a valuable tool that gives us quantitative and qualitative feedback that we can use to continue to improve our site."

OnlineOpinion enables subscribers to gain insight into the effectiveness and functionality of their Web sites by collecting spontaneous, continuous user feedback. Found at <http://www.opinionlab.com>, OnlineOpinion can help any site remain relevant and valuable to its visitors. As a complement to other metrics such as traffic analysis, site owners, developers and managers can use OnlineOpinion's unique data to monitor and track user satisfaction and help deliver solutions that meet the needs of their users.

"Continuous page-by-page feedback is essential for anyone responsible for ensuring that the content and usability of a site exceeds user expectations," said Rand Nickerson, Chief Executive Officer of OpinionLab. "Britannica.com's commitment to its users is underscored by its decision to deploy OnlineOpinion. It's a clear message that Britannica.com is listening to the people who count the most."

About Britannica.com

Britannica.com (<http://www.britannica.com>) is a powerful free Web site featuring some of the highest quality content on the Internet. It provides users timely and reliable information along an impressive range of topics through original content and features developed by the company's editorial teams, content from the world's most respected encyclopedia and leading reference sources, articles from scores of top magazines and newspapers, and Web sites selected for their quality. The site has been lauded as one of the best on the Web by media outlets including PC World, Newsweek, Forbes.com, USA Today and Yahoo! Internet Life. The site generates revenues through advertising, sponsorships, e-commerce in the Britannica Store (<http://www.britannicastore.com>), and syndication of its content to online and offline outlets and organizations. Headquartered in Chicago, Britannica.com also has staff in California, New York, the United Kingdom, Australia and India.

About OnlineOpinion

The first in a suite of automated Web feedback tools developed by OpinionLab, OnlineOpinion is the only management tool that allows subscribers to collect continuous, quantifiable user feedback to manage their online strategies. At the heart of OnlineOpinion is an innovative on-screen device that utilizes proven feedback methodology to promote and collect user opinions on any page. Users can also provide written comments and rate specific aspects of any page. Subscribers can choose from a variety of report configurations.

Since it was made available for beta testing in November 1999, more than 400 sites worldwide have deployed OnlineOpinion, generating more than 700,000 page ratings. Other current users include MVP.com, DotTV, Jackpot.com, Business2.com and Earthweb.com.

About OpinionLab

Based in Highland Park, Ill., OpinionLab, Inc. is the leader in automated feedback systems for the Web. The company's first product, OnlineOpinion, is in use on Websites worldwide. OpinionLab is a wholly-owned subsidiary of Performance Networks LLC.

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