

## **SISTRIX acquires SEOlytics and further expands their enterprise-business**

03.05.2016 - Bonn, Hamburg - The SISTRIX GmbH in Bonn, who is market leader for search analytics and inventor of the Visibility Index, has acquired 100% of the shares of their direct competitor SEOlytics, who are located Hamburg. With this acquisition, SISTRIX increases their market leadership in Europe and expands their enterprise-business even further. All of SEOlytics activities will be consolidated into the SISTRIX Toolbox.

"The SEOlytics team has done a tremendous job over the last few years providing data-driven search-analytics to clients. The very high data quality, innovative features as well as customer-centric view are characteristics that connect both SEOlytics and SISTRIX." These are Johannes Beus, founder and CEO of SISTRIX, thoughts on the deal. He continues, "We are looking forward to combining the strong points of both solutions and making them available to a large user-base."

Companies have to be able to make the right decisions based on reliable data, in order to have an advantage over their competitors. This is especially true when it comes to online marketing decisions. Both SISTRIX and SEOlytics are known among the professional SEO-tools as being extremely reliable analytics-instruments.

Sören Bendig, CEO of SEOlytics GmbH, elaborates: "Even in the United States, you see experts and the media use marketing-data "Made in Germany". The German analytics-tools are world-class and SISTRIX is always right at the forefront. We are excited that combining both tools will result in greater diversity of analysis options and thus add a high value for clients of both companies in the future. Our users will also benefit from access to innovative SISTRIX features like the smartphone Visibility Index."

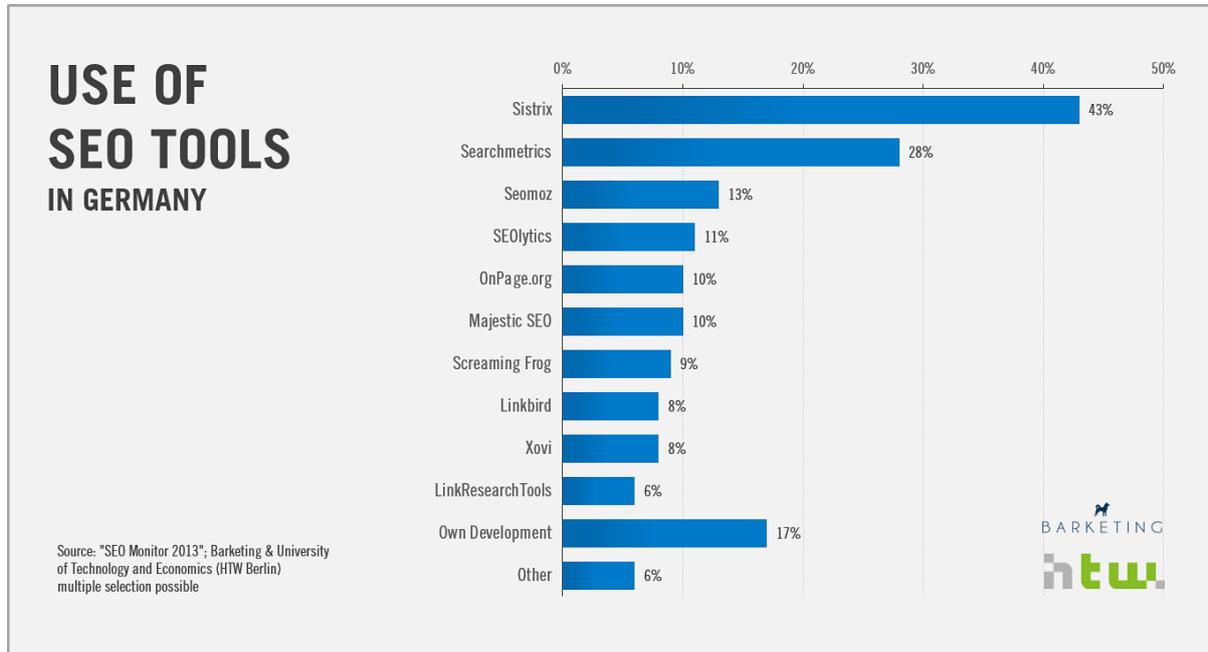
The SEOlytics GmbH was founded in 2009. The majority shareholder was the agency artaxo GmbH, also from Hamburg. All shareholders have transferred 100% of shares to the SISTRIX GmbH.

### **This ushers in the market consolidation for SEO Tools in Europe**

With this strategic move, SISTRIX begins the market consolidation for search-analytics in Europe, while, at the same time, expanding their lead over competing vendors. Such a consolidation for SEO-tools has already been predicted by market-observers. They expect the market to shrink down to two or three All-In-One-tools, as well as a few special-purpose tools in profitable niches.

According to the "SEO Monitor", a collaborative study conducted by Barketing and the University of Technology and Economics (HTW Berlin), 43 percent of SEO-deciders and online-marketing managers interviewed use SISTRIX as their SEO-tool of choice. SEOlytics was in use by 11 percent of companies. With the acquisition of SEOlytics, the market's number 1 and number 4 are now joining forces.

Of the companies interviewed, 2/3 belong to the e-commerce sector and more than half had annual turnovers of more than 50 million Euros - 35% of the companies polled even had revenues of more than 500 million Euros. Last week, SISTRIX already announced a partnership with Majestic, the number 6 in the market, through which the Toolbox users are able to use Majestic data within the software at no extra cost.



This merger between SISTRIX and SEOlytics will benefit the users most of all. They will now receive even more data and evaluation options within one tool and do not need to subscribe to the services of multiple vendors. On the vendor side, price advantages will make it possible to present an even better tool to users, without having to increase the cost of the software. The pricing of the SISTRIX Toolbox has been stable ever since it was launched in 2008. Even though the performance, amount of data and service provided has increased many times over.

## About SISTRIX

SISTRIX's mission is to make SEO transparent, understandable and successful for everyone. Data you love from people you trust. For this, the company has been automatically monitoring all important data and Google rankings for practically any domain, as of 2008. The Toolbox is the most widely used professional software for SEO-evaluations in Germany. The award-winning Toolbox examines about 250.000 websites per minute and 300 billion links per month and processes the results into charts and other helpful metrics. For this, there are more than 1.000 servers in use, around the clock. Some of SISTRIX customers are Amazon, Allianz, Deutsche Telekom and eBay. The company was founded in 2008 in Bonn and is privately held.

Additional Information: <https://www.sistrix.com>

SISTRIX-Blog: <https://www.sistrix.com/blog/>

Company logo SISTRIX: <https://www.sistrix.com/sistrix/press/>

SISTRIX photo material: <https://www.sistrix.com/sistrix/>

## About SEOlytics

As an international Big Data specialist SEOlytics develops scalable marketing intelligence solutions. For enterprise clients, significant amounts of data are analyzed in SEOlytics own data centers for strategic market research, relevancy studies, and continuous industry benchmarking.

The popular SEO-software SEOlytics also offers a scalable SaaS-solution for easy and reliable analysis of daily SEO-data. Whether competition or market analysis, or professional features, the daily work-flow will answer many questions, with just a few mouse-clicks and as such contributes to an increase in business performance.

Additional Information: <http://www.seolytics.com/>

SEOlytics photo material: <http://www.seolytics.com/company/press/>