

Purple Cow "Arrives Alive"

Search engine marketing company Purple Cow Communications has taken on Arrive Alive's website, Arrivealive.co.za, as a pro bono client.

Arrivealive.co.za is South Africa's premier website for road safety information, statistics, transport-related news and driving tips.

Purple Cow Communications will be consulting on the Arrive Alive online strategy, while also providing them with website analysis and usage reports generated using ClickTracks*, an award-winning web analytics software programme. ClickTracks can be used to report on both current and historical website usage data, making it especially useful for monitoring trends.

*Purple Cow Communications is an authorised ClickTracks agency for South Africa.

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