The New York Times https://www.nytimes.com/2005/03/29/technology/google-acquires-urchin-software.html

Google Acquires Urchin Software

By The Associated Press

March 29, 2005

MOUNTAIN VIEW, Calif., Mar. 28 - Google Inc., the Internet search company, said late Monday that it had agreed to acquire the Urchin Software Corporation, which makes software to help companies analyze the traffic at their Web sites.

Thousands of Internet sites use products from Urchin, based in San Diego, to help better understand their users' experiences and track the performance of advertisements and other aspects of visits to Web sites.

Google said it expected the service to help Web sites increase their advertising returns.

Terms of the deal were not disclosed.

"This technology will be a valuable addition to Google's suite of advertising and publishing products," Jonathan Rosenberg, Google's vice president for product management, said in a statement announcing the deal.

Google, based in Mountain View, Calif., said it anticipated the deal would close by the end of April.

The shares of Google rose $2.17 on Monday to $181.42. Google shares have more than doubled since the initial public offering in August.

A version of this article appears in print on , Section C, Page 8 of the National edition with the headline: Google Acquires Urchin Software

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