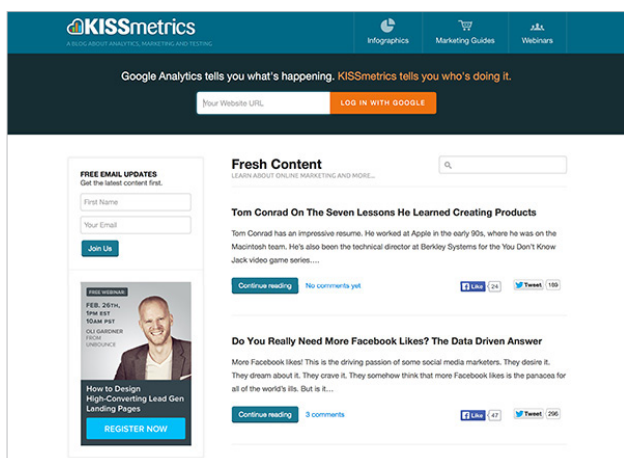


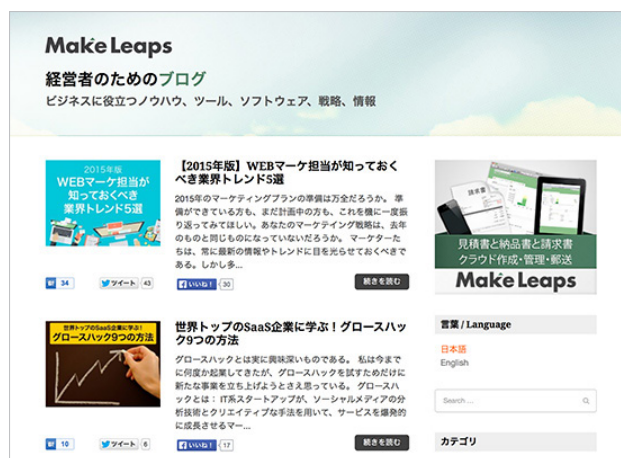
Monday 2 March 2015

## MakeLeaps Announces Content Marketing Partnership with KISSmetrics, and Will Be Creating Japanese Versions of Popular and Japan-Relevant Web Marketing Content

MakeLeaps, the cloud invoicing management solution for Japan, announces a content marketing partnership with KISSmetrics, a revolutionary web analytics platform in the United States. This partnership will result in MakeLeaps creating Japanese translations of high quality KISSmetric blogposts about marketing trends, strategies, knowledge and AB testing.



KISSmetrics blog <https://blog.kissmetrics.com/>



MakeLeaps blog <http://www.makeleaps.jp/blog/>

### Background

The KISSmetrics blog is a source of articles about online marketing strategies such as content marketing and SEO strategies. The articles on the blog often use graphs and infographics (graphic visual representations of information, data or knowledge), and the KISSmetrics blog boasts over one million articles read per month. The KISSmetrics blog is widely read by many business people involved in online marketing inside and outside of the US, including marketers and managers.

MakeLeaps's goal for this content marketing partnership is to allow businesses in Japan access to global online marketing strategies, tactics and information. Many existing MakeLeaps users are involved in online businesses such as digital marketing management, strategic web consulting, marketing campaign planning and general online business consulting. MakeLeaps hopes that translating this high quality content from KISSmetrics will benefit MakeLeaps users.

Further, through this KISSmetrics partnership, MakeLeaps aims to empower all Japanese businesses with the latest available knowledge and tactics used by world leading companies overseas.

## Contents

MakeLeaps have already published three articles as part of this partnership, which have proven to be very popular online.

Why 2015 Might Be Your Best Year for Internet Marketing (Japanese)

<http://www.makeleaps.jp/blog/2015/02/kissmetrics-internet-marketing-2015/>

How 9 SaaS Companies Hacked Their Growth (Japanese)

[http://www.makeleaps.jp/blog/2015/02/kissmetrics\\_9saas\\_growth\\_hack/](http://www.makeleaps.jp/blog/2015/02/kissmetrics_9saas_growth_hack/)

5 Smart Marketing Predictions for 2015 that All CMOs Should Know About (Japanese)

<http://www.makeleaps.jp/blog/2015/02/5-marketing-predictions-for-2015/>

## About KISSmetrics

KISSmetrics is a digital intelligence platform that enables businesses to measure, recognize and attribute actions to specific customers across multiple digital devices. In addition to improving customer experience, the platform provides marketing and business executives with actionable data that enables them to identify and sustain tactics that are working and to eliminate the ones that aren't. The company was founded in May 2008 by Neil Patel and Hiten Shah and currently employs 44 people. The company is based in San Francisco and backed by a syndicate of angels and early stage funds. More information on the company and its services can be viewed online at [www.kissmetrics.jp](http://www.kissmetrics.jp) & [www.kissmetrics.com](http://www.kissmetrics.com)

## About MakeLeaps

MakeLeaps is online invoicing software enabling freelancers, business and enterprise in Japan to create, send and manage documents. Currently MakeLeaps generates quotes, delivery slips, order slips, invoices, and receipts. MakeLeaps works on all platforms, including Mac, Windows, iPhone and Android. In addition to document management, MakeLeaps has many convenient features such as allowing users to check sales in real time, and various sending options such as the Secure Send feature which lets users send documents by email and also allows them to see whether or not their document has been opened. The Send By Post feature is one of MakeLeaps most popular features. Through using the latest in available software technology and best practices, MakeLeaps can help automate back-office operations at a reasonable price. Currently there are over 17,000 businesses, including Japanese Public companies, that have signed up with MakeLeaps.

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