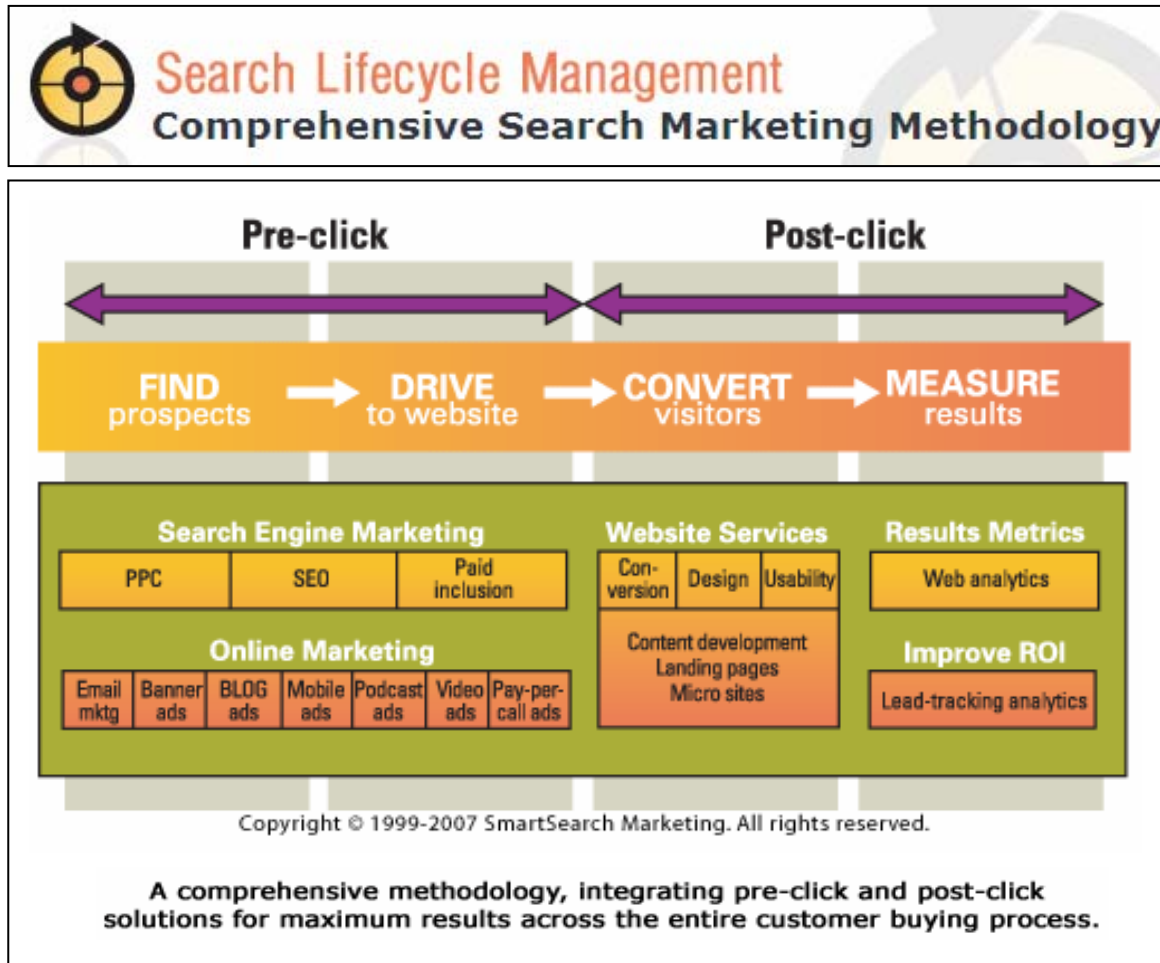







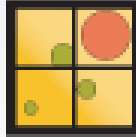
client case study

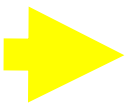
January 2007

Methodology



Suite of Services

← Pre-Click Services →	← Post-Click Services →
<p>Precision PPC™</p> <p>Highly-optimized advertising campaigns that deliver qualified prospects cost-effectively.</p> 	<p>Peak^Conversion™</p> <p>Rapid, systematic testing and improvement of the website conversion process.</p> 
<p>ActiveOPTIMIZER™</p> <p>Search engine optimization (SEO) programs for prominent and compelling promotion in natural search results.</p> 	<p>ROI Excelerator™</p> <p>Web analytics and marketing intelligence designed to maximize ROI.</p> 



Peak Conversion



Getting prospects to your website is only half the battle!

Peak Conversion™ is our rapid, iterative conversion improvement process, designed to convert visitors into action-takers, leads and sales.

We integrate industry best practices and proven conversion methods into landing pages to significantly improve website results.

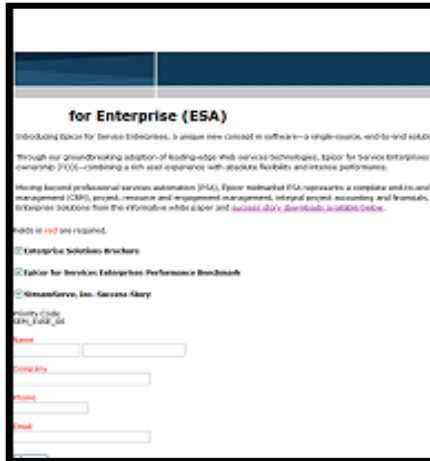
Client Case Study

- Global provider of enterprise resource planning (ERP) software solutions
- Serving mid-market companies and divisions of the Global 1000
- Over 20,000 customers in more than 140 countries
- Named one of the 100 Fastest-Growing Companies in 2006
- \$290MM annual revenues
- 2,000 employees

Client's Online Marketing Goals

- Increase number of qualified visitors
- Improve the overall online experience
- Drive interactions. Improve engagement rate
- Deliver value to various types of visitors
- Move prospects through the buying process
- Increase online inquiries
- Reduce cost/inquiry
- Improve quality of inquiries / leads

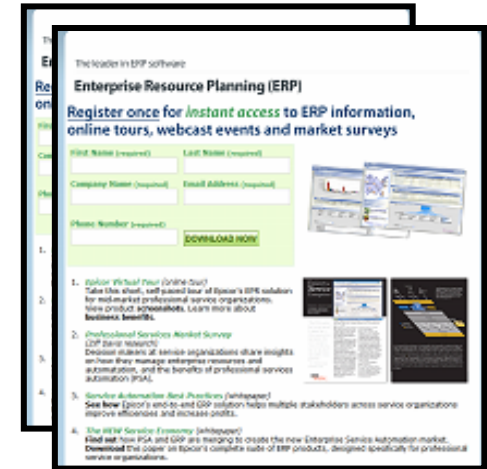
Peak Conversion Process



Original page



Test #1



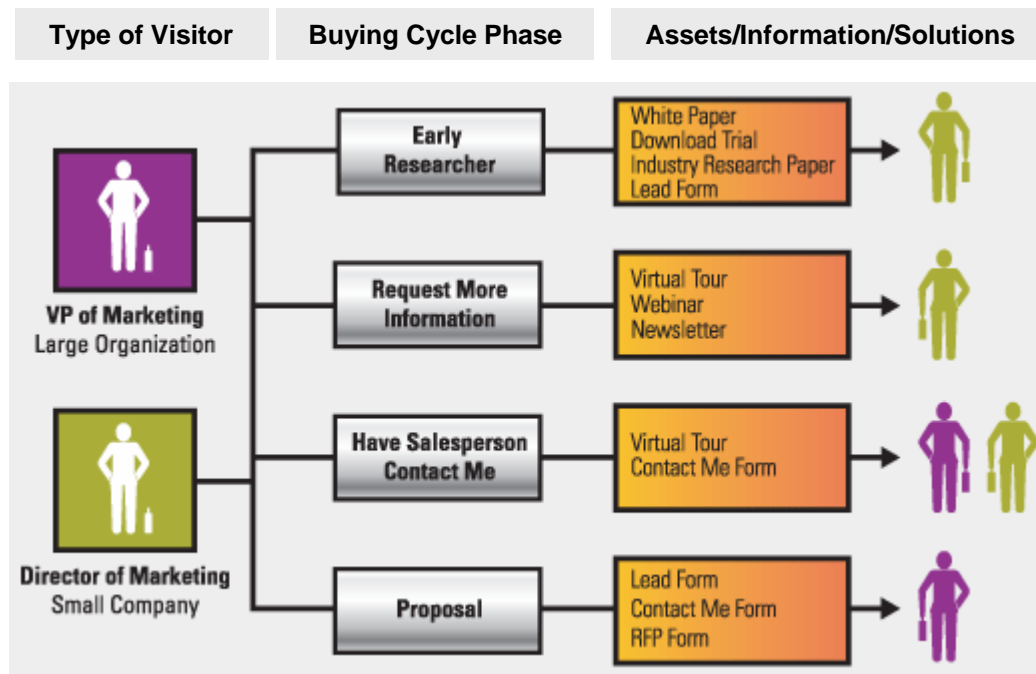
Test #2

Landing Page Improvements

- Analyze visitors and needs
- Create valuable downloadable assets
- Present compelling “action triggers”
- Provide clear paths-to-conversion
- Improve registration forms

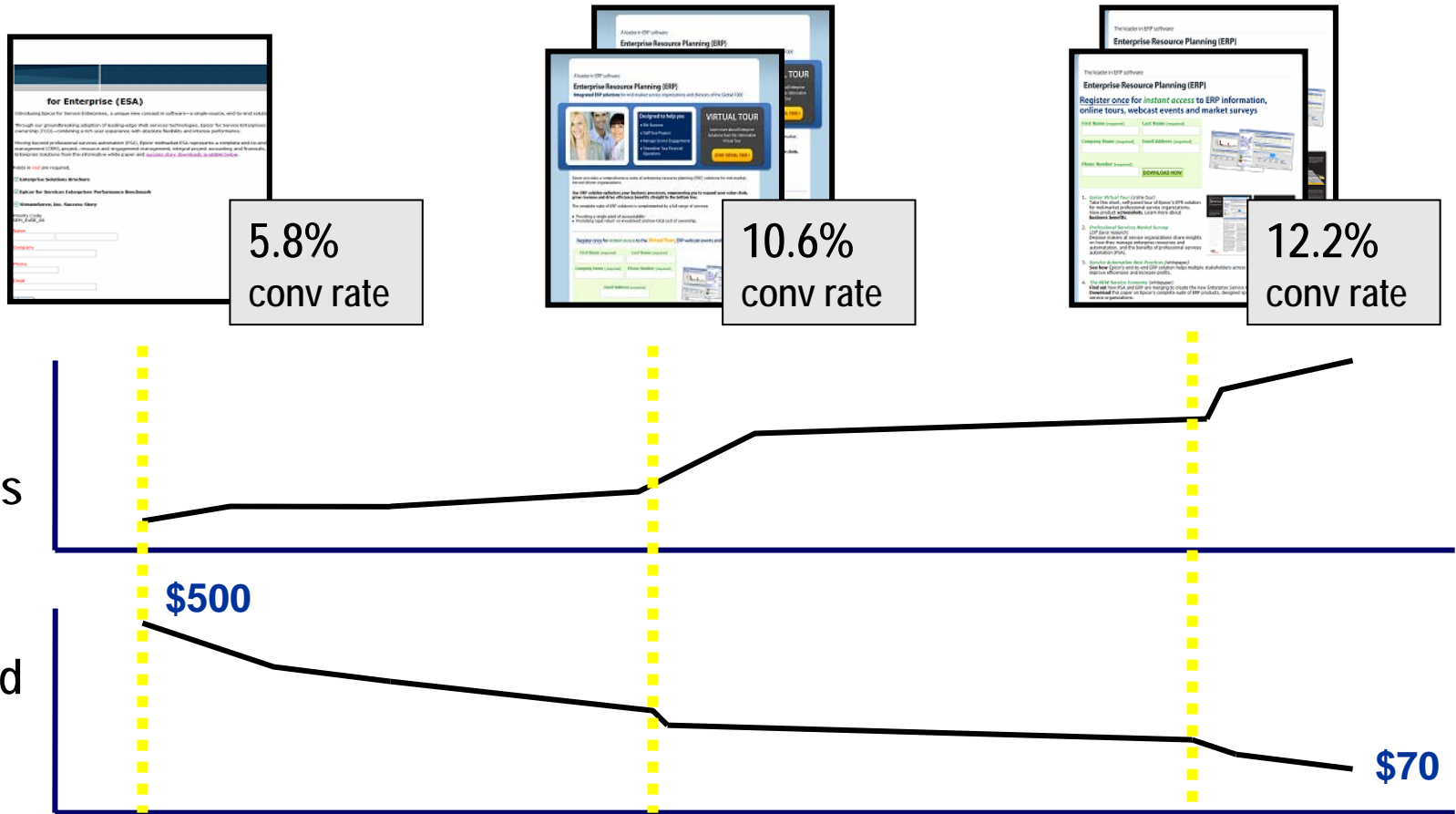
Example: Visitors/Needs/Solutions

Sales Cycle Persona Matrix™



- Identify various types of website visitors.
- Map visitors to buying cycle.
- Assess needs and pain points.
- Associate needs with specific, helpful downloadable assets, information and solutions.
- Create landing pages and conversion paths for each type of visitor.

Track/Improve Results



Client Results

- Decreased cost per lead from \$500 to \$70 in a 3 month period.
- Quadrupled the number of leads received per month.
- Integrated lead tracking with the offline sales process.
- Improved *quality* of leads over time.

Contact SmartSearch Marketing Today

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Fax) 303-449-3932

<http://SmartSearchMarketing.com>