



How can Surround & Intent Marketing work for you?

Surround & Intent Marketing maximizes customer response through a data-driven understanding of online behavior that predicts intent, and drives action through a dynamic combination of search and social media marketing.

This results in measurably improved marketing performance.

TRIAL CALIBRATOR™

Trial Calibrator™ enables you to discover the right customer engagement strategies to generate high quality trials across online channels.

ARE YOU INTERESTED IN GENERATING MAXIMUM TRIALS WITHOUT THE HASSLE?

Features

- Intelligent campaign planning system maps over 3 main search engines, vertical search, display, email, affiliate & ad networks
- Dynamic budget allocation system manages investments across multiple online channels
- Conversion Optimizer™ selects the best performing conversion path elements to engage your target audience more effectively



Benefits

- Helps you calibrate key parameters & metrics in your lead acquisition program
- Gives you the ability to accurately predict and allocate your marketing budgets
- Maximize results on your marketing investments by identifying the right customer acquisition channels for your brand

Pricing & Deployment

- The Trial Calibrator™ solution deployment typically requires between 60-90 days to calibrate for your business/industry. Pricing starts at \$10,000 per month depending on your requirements.

Customer Acquisition Solutions by Position²

- Performance Leads™
- Social Leads™
- Trial Calibrator™
- Organic Rank Optimizer™

About Position²

Position² is a leading search & social media marketing firm that delivers continuous growth for its customers through the proprietary 'surround & intent marketing' methodology.

- Adaptive search technology solution that is customizable to different clients' evolving marketing needs
- Integrated social media marketing that engages your customers at multiple touch-points in the online environment
- Maximizes marketing cycles
- People, process, technology