



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.

CONVERSION OPTIMIZER™

Conversion Optimizer™ measures your ads, landing pages and creative units and optimizes all conversion path elements across multiple touchpoints.

ARE YOU INTERESTED IN MAKING YOUR MESSAGING DELIVER MORE?

Features

- Conversion path analyzer evaluates your website's creative units on 11 critical conversion path and usability benchmarks
- Creative evaluator system provides specific recommendations for ads, landing pages and other creative units to engage your target audience more effectively
- Conversion Optimizer™ technology continually learns from past behavior to help you select the best performing conversion path elements



Benefits

- Maximize results on your marketing investments with a measurable improvement in your customer conversion process
- Shorten your sales cycle by proactively influencing your customers' buying decisions across critical web touchpoints
- Enhance your customer experience and conversion rate by fixing usability

Pricing & Deployment

- The Conversion Optimizer™ solution deployment typically requires between 60-90 days to calibrate for your business/industry. Pricing starts at \$5,000 per month depending on your requirements

Technology Solutions by Position²

AutoBid Recommendations Engine™
 Analytics Configurator™
 Conversion Optimizer™
 Social Media Custom App Solutions

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