

## Positioning Start-up as Solid Technology Player

New Website, Clear Positioning and Supporting Materials Create Solid Image for Emerging Company

### The Client

GeoPhoenix, a small start-up based in Cambridge, Massachusetts, launched the Zooming Markup Language, ZML, which enables data to be viewed by "zooming" in. Supporting products included the Zoominator™, an authoring tool, the ZoomTop™, a viewer application, and the Zoom Media Browser™, a standalone application for use with media-rich content.

### The Situation

GeoPhoenix was preparing to present its Zoominator technology to major wireless providers and device manufacturers following its win with Sony. The company needed a strong corporate image, clear positioning and supporting sales materials to help establish itself as a solid partner to these larger players.

### The Solution

A set of product and company sell sheets, website and a sales presentation deck were designed with a consistent look and message. Sales-orientated content was created that outlined key benefits of the technology and capabilities of the various product offerings, as well as demonstrated end-user impact through case study scenarios and ROI models.

### The Result

GeoPhoenix won meetings with top executives at AT&T mMode, NTT DoCoMo, and Samsung. The company's refined message was now orientated towards the financial gains of its prospective partners – selling benefits versus just software.

#### Improving the customer experience does have an impact on the bottom line

- If you spend \$10,000 a month for online advertising to attract 5,000 visitors – 2% of whom purchase something – your cost is \$100 per transaction
- If through improved navigation and overall customer experience, you could increase the conversion rate to 4% you would cut your cost per transaction to \$50
- The same savings could be obtained by converting a customer into a repeat customer

The Value of Increasing Conversion Rates			
Conversion rate	2%	4%	8%
Advertising	\$10,000	\$10,000	\$10,000
Visitors	5,000	5,000	5,000
Transactions	100	200	400
Cost/Transaction	\$100	\$50	\$25

Source: Creative Good, "Holiday 99 E-Commerce", September 1999.

