

Partnering With You to Build Your Brands Online

Consumers shop online by brand. It's a fact. Why?

- Brand owners and manufacturers can get only a fraction of their products onto brick & mortar retail shelves.

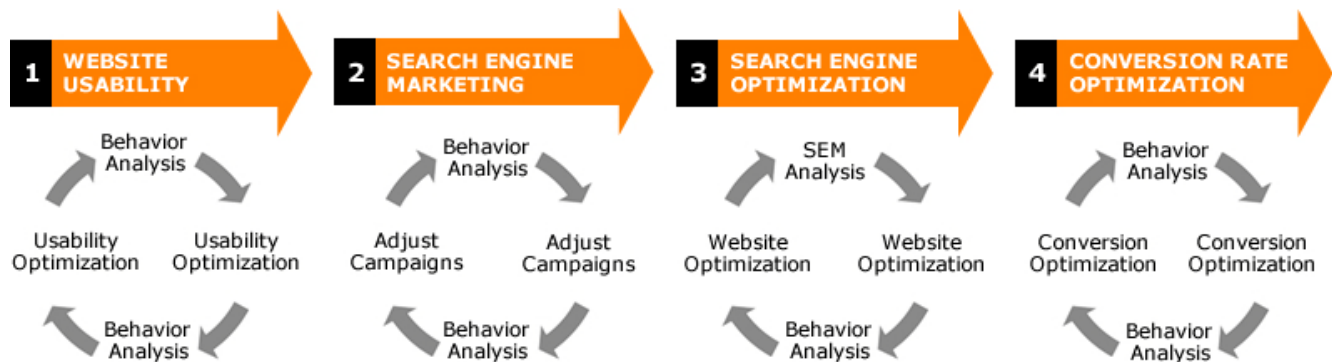
For many brands, the solution to this problem lies in getting their products onto the Internet. As a result consumers are being trained that the internet is *the* place to go for a full spectrum of brand products. More importantly, when done right, it can get consumers to buy and build your brand. But:

- How do you use the Internet to get your brand in front of *not just dedicated customers but also potential ones?*

Imerex partners with you to build your brand online, improve your site usability, target new customers, drive more qualified traffic, and increase e-commerce conversions through strategic online marketing campaigns, created and executed with Internet user/consumer behavior at its core. It's this *consumer-centric* approach that builds brands.

The Imerex *closed-loop, iterative process* – based on user/consumer behavior, search trends, and data gathering – delivers strategically targeted online marketing programs based on **statistical facts**, not opinion or guesswork. And those **facts drive results**.

The Imerex Closed-Loop, Iterative Process for Effective Online Marketing



The following are three examples of how Imerex successfully helped consumer brands increase their online presence and grow their business.



Company: LittleMissMatched™ (www.LittleMissMatched.com)

Overview: LittleMissMatched is the groundbreaking company that inspires creativity and individuality through their breadth of fashion, home and lifestyle products and “nothing-matches-but-anything-goes” philosophy. Since launching in 2004 with a collection of mismatched socks sold in odd numbers, sales jumped from \$5 million to \$25 million in just three years as the product line grew from socks to apparel, sleepwear, accessories, books, bedding, furniture and more. Its products are available at specialty boutiques and department stores nationwide including Macy’s, FAO Schwarz, Bed, Bath & Beyond and J.C. Penney as well as online at www.LittleMissMatched.com.

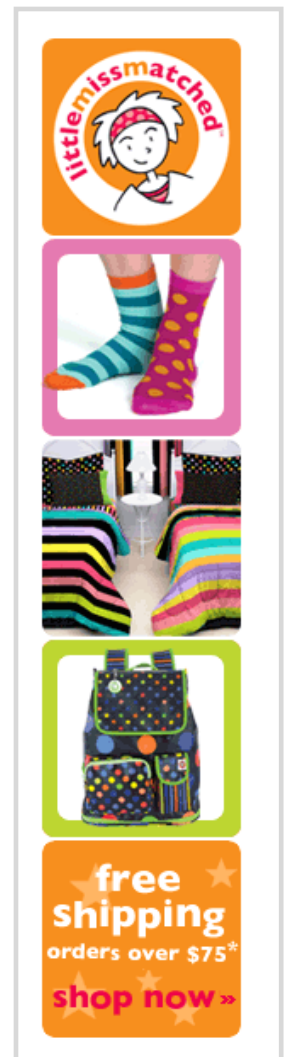
Challenges: While the LittleMissMatched brand has an enthusiastic and loyal core customer base through its traditional retail and catalog sales (it’s the #1 bedding brand at JC Penney and Bed, Bath & Beyond), the company was seeking to grow its e-commerce business by capturing new customers online who may have never seen or heard of the brand. Some of its products are offered by other e-tailers but the LittleMissMatched online store is the only place that features the full line of the company’s product offerings in a single, brand-centric destination.

Solution: Imerex created targeted Pay-Per-Click (PPC) keyword/advertising campaigns for three vertical product categories within LittleMissMatched – socks, desktop/accessories, and bedding. The campaigns were created based on discussions with the company and research of online consumer search volume. All keyword/ad campaigns were designed specifically to drive more qualified traffic to the site and target online consumers who may have never heard of the LittleMissMatched brand. The data gathered over the first 30-60 days is then used to tighten, tweak and modify ongoing campaigns.

Results: The campaigns began in July 2008 and more than 90% of visitors driven to site were new visitors who had never been to the website before. For the three product categories targeted, product sales increased almost 19% over the previous four-week period, bringing in 36.8% more over the previous month in incremental revenue.

Testimonial: “Imerex’s distinct approach to online marketing is in line with LittleMissMatched’s creative spirit and unique business strategies. We are confident in their ability to identify exciting opportunities for the brand, which will in turn drive traffic and increase revenues.”

Jonah Staw, co-founder and CEO of LittleMissMatched.





Company: Ame & Lulu (www.ameandlulu.com)

Overview: Ame & Lulu is an upscale women's sporting goods and accessories company, whose products are found in country clubs and high end retail stores internationally.

Challenges: Ame & Lulu's sales were growing year-over-year in the wholesale division but its online sales were stagnating. It was receiving more press - and a higher volume of traffic to the site - but wasn't able to convert that positive momentum into increased online sales.

Solution: Imerex first targeted the usability of the site so that consumers could readily see the shopping cart feature and that the products displayed were available for sale on ameandlulu.com. The changes also made it easier for consumers to navigate the site, and find and purchase products in fewer clicks. Once these functionality and usability changes were in place, Imerex initiated a Pay-Per-Click (PPC) campaign to drive even more qualified traffic to the site.

Results: As a result of this integrated approach, ameandlulu.com had its highest level of online sales for the 2007 holiday season. Online sales, which had made up roughly 11% of overall brand sales, increased dramatically to over 25% of overall brand sales, increasing both the company's bottom line and profit margins. Additionally, while previous PPC efforts by Ame and Lulu had produced limited results, the Imerex campaign delivered \$4 in sales for every \$1 spent.

Testimonial: "Imerex showed us how, with just a few changes to our site, we could improve the user experience and increase our sales. We had tried PPC on our own in the past without success. They executed a Pay-Per Click campaign that yielded amazing results. For every dollar we spent on PPC, we got back \$4 in sales."

"They're professional, easy to work with, and worked tirelessly to get our site where it needed to be before the all important holiday season. We'd gladly recommend them to anyone who wants to market their site online, or just needs professionals to make sure their site is set up to convert as many browsers into buyers as possible."

DeChantal Jordan, Director of Operations



Ticking Stripe
Golf Head Cover
\$100.00

Buy Now



Kimono
Golf Head Cover
\$100.00

Buy Now



Bamboo
Golf Head Cover
\$100.00

Buy Now



Company: Fridge Frame (www.fridgeframe.com)

Overview: The Fridge Frame was developed to solve the common household problem of refrigerator clutter. It is now the best selling product for its parent company, Pocketframe. Development of the Fridge Frame began in 2002, with the granting of a patent for a new way of framing and preserving photographs and other keepsakes. After extensive market testing and product development consultations, the Fridge Frame product line was officially launched in early 2005.

Challenge: Because the Fridge Frame was essentially a new invention, the company was unsure of how to get the product in front of the right customer. It was able to get traffic to the Fridge Frame site, but the conversion rate was very low and its Cost-Per-Conversion (CPC) was very high. The bottom line: marketing the product online cost too much because the company had difficulty in driving *qualified* traffic to the site.

Solution: Imerex evaluated Fridge Frame's online statistics and incorporated key usability changes to its site. By giving the consumer a more positive experience, conversion rates increase. With that done, Imerex began a highly targeted online campaign focused on specific keywords that used the potential customer's language to describe the product and drove highly qualified traffic to their site. It was critical that these keywords described the actual product as the potential customer would, such as "magnetic picture frame", rather than keywords describing uses for the product, such as "fund raiser sales items".

Results: Within 30 days of implementation, Imerex doubled online sales, and lowered Cost Per Conversion by half.

Testimonial: "In only one month, Imerex doubled our monthly online sales. We couldn't be happier with the level of service and return on investment we're getting from Imerex. They said their services would make a noticeable difference in our bottom line, and they delivered. We've used SEO firms in the past, and none really had an impact. Imerex put our faith back in online marketing."

Robert Cesaric, CTO



If you want to find out how Imerex can help build your brand online through its closed-loop, iterative marketing process, contact Imerex, 941-953-9449, or email info@imerex.com.