eMarketing and Lead Generation

Next generation web analytics for eMarketing and lead generation

More Leads.   Better Leads.   Deeper Metrics.

In eMarketing for lead generation, the metrics rule. And when it comes to emetrics, Swyzzle rules. Swyzzle takes emetrics to a powerful and exciting new level for internet marketers. In email marketing campaigns, when the Swyzzle "player" is used to launch the email offer – things like webinars, videos, white papers and more – the Swyzzle lead generation platform delivers the following key benefits:

1. Higher Response Rates
2. Higher Quality Leads
3. Multiple Promotion Opportunities
4. Deeper, Broader Response Metrics
5. Focus Group-type Market Intelligence
6. More Cost-efffective Lead Generation

Let's Take a Closer Look: Recorded Webinars

As an example, many companies have an existing library of recorded webinars – lead generation vehicles that were delivered "live" one time, then made accessible to website visitors who register to view them. The unique capabilities of the Swyzzle platform allow companies to "re-use" those recorded webinars using Swyzzle and realize the following benefits:

Higher Response Rates – Research has shown that requiring prospects to provide registration information (name, email, job title, company, etc.) depresses response rates. Swyzzle does not require registration. Prospects simply click on the promotional email and are re-directed to a landing page where the webinar(s) appear within the Swyzzle player. When they click to watch the webinar, their contact information is automatically captured from the database used to broadcast the email.

Higher Quality Leads – Today, marketers know who registered for a webinar, who attended, and for how long. But with Swyzzle, multiple webinars can be placed within the player. Companies can also place multiple case studies, white papers and other content in Swyzzle's innovative *PromoPad™,* a visible carousel that lies just beneath the viewer, and can also add additional multimedia content (video, text, graphics, etc.) anywhere, and at any time, within the show. All prospect interactions with ANY of this content is tracked and reported. These multiple touch points enable prospects to engage with much more content than just a single webinar, becoming higher quality leads in the process.

Multiple Promotion Opportunities – As stated above, there are virtually limitless opportunities to promote multiple webinars, videos, products, and other marketing collateral within a single Swyzzle show. The "*PromoPad™* can even be used to send prospects directly to a company's shopping cart to purchase a promoted product. This is far more powerful than traditional, single-focus campaigns.

Deeper, Broader Response Metrics – Swyzzle tracks a prospect's second-by-second viewing of ANY content in the player – not just the webinar, but any additional content added to the player. It tracks all prospects' interactions with any content added to the PromoPad. The result is a wealth of lead metrics that dive deeper and more broadly into what content engages prospects, and how.

Focus Group-type Market Intelligence – Traditional in-person focus groups yield information about what prospects like and dislike about products, messaging, etc. Often, they use Instant Response "dials" to respond positively or negatively to whatever content they are viewing. By tracking how prospects interact with all the content in a show, Swyzzle delivers similar metrics. This transforms your Swyzzle target audience into a virtual focus group to determine what works, and what doesn't.

More Cost-Effective Lead Generation – By enabling companies to re-purpose existing webinars and other marketing content, Swyzzle delivers new leads by leveraging existing content. This effectively allows marketers to "monetize" existing content without incurring new production costs.

Swyzzle eMetrics. The ultimate in eMetrics and internet lead generation.