



Macromedia

Increase Sales with Avatars



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Case Study: Eidoserve helping Macromedia to increase product sales, decrease sales costs for RoboDemo

INTRO: Macromedia, Inc.

Macromedia, Inc. (Nasdaq: MACR) creates software that enables business users, developers and designers to create and deliver experiences on the Internet, fixed media, wireless and digital devices.

Macromedia's solutions for these markets has enabled it to reach a market capitalization of more than \$1.2 billion and annual revenue of more than \$336 million—as well as a standing in “information experience” products market that places the company among the elite in its technologically sophisticated categories.

Macromedia is motivated by the belief that great experiences build great businesses. When Macromedia needed help in building a better experience to promote RoboDemo 5, they contacted Eidoserve.

The Challenge: Increase Sales, Decrease Sales Costs

Macromedia acquired eHelp Corporation in December 2003, and were quickly able to capitalize on the natural synergies that existed between the organizations.

This resulted in enhancements and improvement of several Macromedia and “legacy” eHelp products, including the launch of RoboDemo 5 in February 2004.

RoboDemo is the most widely used tool for creating interactive demonstrations and software simulations in Flash format. It allows users to record actions in any software application as a Flash simulation with visible and audible mouse movements.

The small file size and high resolution make RoboDemo simulations and demos easy to publish online or burn to CD for use in training, sales, marketing, or user support.

When RoboDemo 5 was complete, Macromedia began to execute the marketing plan for the product, which called for an increase in downloads and sales, as well as differentiating

RoboDemo from its competition, given that these products were often advertising on the same web sites.

Macromedia enlisted the help of Eidoserve, a leader in interactive online advertising and prospect relationship managements systems, to promote the product.

Eidoserve responded by creating an interactive banner ad that occupies a very small footprint—thereby limiting the cost of the ad—and engages the web visitor immediately through the use of interactivity—thereby optimizing the likelihood of a click through.

The ad was created such that upon a mouse-over, “Abby”—the avatar that Eidoserve created to promote RoboDemo—would tell the visitor one of four product messages and encourage the visitor to click on the ad, and ask their own questions in order to learn more about the product or download a trial version of it.

Once a web visitor clicks on the ad, Abby expands within the same page and can provide information about RoboDemo, collect valuable prospect information by interacting with the web visitor, and facilitate product downloads. Abby also was “trained” to overcome product stalls and objections that often times result in lost revenue for products being marketed online.

Upon completion of the product download page, Macromedia emails the RoboDemo download instruction to the address the visitor provides in the registration process.

In addition to the increased visibility of RoboDemo through the marketing campaign, Macromedia’s web site visitors helped to fuel a viral marketing campaign by using the advertisement’s “email to a friend” option that resulted in 350 impressions (1.5 percent) beyond the negotiated rate without incurring any additional costs.

The results that were achieved with the RoboDemo 5 online advertising plan were astounding in terms of speed and effectiveness:

- More than 6,200 trial versions of the product were downloaded during the opening month of the campaign, tripling the number of downloads with a previous banner ad campaign.
- Within the first 3 months – the product increased free trial downloads by over 300%, and increased sales by over 200%.
- Macromedia’s costs associated with selling RoboDemo were reduced by 66 percent / because the banner ad solved ‘stalls and objections’, right there on the web.
- Full ROI was achieved within nine hours of launching the interactive advertising program.

This RoboDemo marketing promotion is one of many efforts that have enabled Macromedia to maintain its focus on product development while increasing share in its target markets.

Bottom Line: Eidoserve helped Macromedia “Increase Sales, Decrease Sales Costs.”

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