



## **Inter/Media Interactive™, an Inter/Media Company**

***7 in 1: First Company to Aggregate All 7 Key Web Services Under 1 Roof***

### **Maximizing the ROI with Savvy Web Strategies**

Today's *Consumer in Control* media environment has forever changed the demands of today's marketer. A smart marketer today needs a variety of web-based sales-driving tools in his arsenal—affiliate marketing, mobile, social, Search, optimized landing pages, multi-variant testing, cross-platform functionality and the research to keep up with speed at which technology dictates the control that people have over their time and their lives. Marketers are desperate for a resource that can fulfill all of their digital needs and especially those that they are not yet aware of needing.

Inter/Media Interactive™, one of the Inter/Media Companies, performs all these digital functions under one roof for its clients.

Inter/Media Interactive has served a wide slate of clients that encompass Marinello Schools of Beauty, Neutrogena, ExtenZe, Alteril, G2, StopRepairBills.com, Car Cash Loans, and Truecredit.

"We not only provide the most comprehensive suite of services in the online advertising business, but we make ROI a mantra here," said Jenn Patterson, Vice President of Digital Strategy. "Metrics rule. We are always evaluating the best ways to maximize our clients dollars."

Dynamic technologies applied at Inter/Media Interactive include:

- Leading Pay-Per-Click and Search Engine Optimization solutions offer clients their best strategy for reaching in-market consumers.
- The Website Dashboard incorporates attribution and path-to-conversion tracking
- Click Fraud Technology, which checks and corrects incorrect information submitted by leads
- Keep-A-Deal, a process that will help retailers and lead generators retain and convert users that have decided to abandon their purpose on the site.
- InstaLead Verification, which Inter/Media Interactive offers at half the rate others charge

**(more)**

It all starts with Research to develop clever strategies based upon clients goals. Inter/Media Interactive turns those goals in measurable key performance indicators and holds the agency accountable for delivering measureable results through aggressive optimization.

Negotiation for best rate and best placement is another strength of the division. Deep and solid relationships with platforms and vendor partners allow Inter/Media to present customized, affordable digital solutions to clients that yield positive ROI.

Inter/Media's talented Web Design team develops intelligent, functional websites to provide site visitors a positive experience and site owners increased traffic and engagement. Additionally, Inter/Media Interactive knows how to develop compelling click-to-action strategies and branding messages that can be applied at a greatly reduced price to maximize ROI. To compliment the selling power of the site, Inter/Media Interactive's creative team also devises persuasive opt-in email and viral marketing campaigns to drive people to the site, sell product or increase brand awareness and allegiance.

The Affiliate Marketing service offers efficiency to advertisers who only pay commission to "affiliate websites" for successful leads or sales. Inter/Media Interactive tracks CPA and CPL through its proprietary model that can encompass both. The company's highly regarded affiliate tracking and management technology has fraud detection, real-time optimization, comprehensive, detailed analytics and advanced reporting.

"InterMedia Interactive is a full-service, performance-driven digital marketing agency; staffed by skilled and experienced digital professionals who deliver exceptional and verifiable results" says Jody Slater, SVP, Managing Director. "To help to stretch our clients budgets, it becomes our job is to identify synergies between media platforms, negotiate most favorable terms to ultimately and reach that empowered consumer with our clients message to produce positive results."

