



# Media & Marketing Solutions

Online Advertising, Search Engine and E-mail Marketing

## Research

Our media planning specialists develop innovative media strategies with singular focus on client needs and goals. All of our effort begins with an understanding of:

- Industry
- Specific Business Goals
- Current Customers
- Potential Audience

## Planning

Once the audience is identified, a strategic plan is developed to ensure reach - with the right message - at the right time. Using the top available research and planning tools, we cover a wide range of disciplines in order to developing marketing objectives, key metrics, target audience profiles, trends, and opportunities unique to each client.

## Implementation/Reach

Endai's media group generates over **one billion** internet impressions per month; we drive over **10,000,000** visitors to various sites per month. Needless to say, our experience in trafficking campaigns is beyond compare.

Endai's implementation strategy is to use our knowledge and industry presence to help ensure a campaign's success. Proper implementation is the relationship between proper volume, proper placements and proper timing. Endai's media personnel have a wealth of experience in media strategy, planning, placing, flighting, and optimizing campaigns. Our relationships with the operations personnel throughout the Internet community allows us to **get campaigns live sooner, get changes made faster and ultimately drive results more cost effectively.**

## Optimization

Campaign goals generally fall in to one of four categories:

- Branding and awareness
- Driving visitor traffic
- Generating leads and profiles
- Acquiring new customers

Our job doesn't end with your approval of a marketing program. That's just the beginning. Our in-house tracking technology GlobalTraq™ allows reviewing and optimizing campaigns in real time. We will provide our clients comprehensive campaign tracking, reporting, and analysis.

Endai's multi-faceted media team can create repeatable and measurable results. The following case studies represent some of our many successes. Contact us today to schedule a primary consultation:

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## Endai Worldwide Media Process



### Case Study: Marriott Corporation

#### Customer acquisition

Marriott came to Endai with aggressive cost per booking goals. Endai effectively optimized the cost per booking to one of the lowest the client recorded. Endai's Media and Search Engine Marketing helped Marriot to succeed with new forms of targeted online advertising. **The revenue-to-spend multiple was among the highest in the client's experience.**

### Case Study: Ancestry.com

#### Expanding a successful online marketer's reach

Ancestry.com is a \$100MM+ business with years of experience in online direct marketing. Successful marketers need new ideas and new inventory placements to grow their existing efforts. "I use Endai as the example when I am discussing how an agency can be successful in growing our online campaigns." - Director of Media at Ancestry.com. "Endai opened up new networks and placements which helped our company hit our growing sales goals."

### Case Study: Remote MDx Corporation

#### Developing a complete media strategy for a new consumer product launch

**"I know this thing can help save lives, but can you sell it?"**

- CEO Remote MDx Corporation

The MobilePal is a personal assistance device with two-way communication ability and a GPS locator. If a person is in distress, or simply needs driving directions, the touch of one large button connects them to a live MobilePal personal assistant.

The marketing of products like this online remains a challenge, since the older population is not always on the Internet. Endai found a solution through its research when we learned how where and how to find these people on the web. We also spent time understanding when and where the buying decision was made and targeted our traffic. Our research also discovered that these units were sometime bought for relatives by care givers. Where and when to target these ads were important parts of the planning phase of this campaign.

Endai developed a strategy and program that took the client from concept to selling product online. The improvements to the brand were characterized as 'dramatic' by the client.