



Company: VisionTrack

Project: Web site Development

Site: www.visiontrack.com



Overview

VisionTrack is a research company, which uses the world's leading eye tracking technology to accurately quantify how consumers interact with marketing communication. They provide research services for direct clients and form strategic alliances with other research companies and facilities.

Challenge

With an international client base but no Internet presence, VisionTrack was looking for a partner to help them extend their brand on-line. They needed a Web site that would engage potential customers and allies, while providing current clients with a comprehensive source of information.

Evron's Solution

Strategically plan and implement an engaging Web site to attract the attention of potential customers and project the high level of integrity VisionTrack's research is known for.

The site includes:

- Downloadable case studies
- Video Demonstrations
- Text written and edited for maximum impact
- Easy navigation
- Attractive, professional design

Evron provided a single point of responsibility for all of VisionTrack's Web site needs and delivered the site on time and on budget. Evron continues to support the VisionTrack site.



Internet Services Success Stories - VisionTrack

Results

- **Reduced Marketing Costs:** The VisionTrack web site has replaced couriered brochures and video tapes as the primary method of communication with prospects. This has proven significantly less expensive to create, update and send.
- **Shorter Sales Cycle:** Contacts can learn about VisionTrack instantly, and quickly educate the stakeholders within their organizations. They respond more quickly and sign more quickly.
- **Multi-Dimensional and Scalable Materials:** Salespeople enjoy the ability to target different sections of the site to address different types of prospects and applications. When updates and changes are necessary they are done instantly. New features – video, personalized newsletters – are quickly implemented.
- **Targeted, International Market:** Through targeted internet advertising, VisionTrack is able to efficiently reach more, higher quality prospects within their niche market, across North America.
- **Instant Credibility:** Demonstrating a web presence more comprehensive and professional than their industry rivals has contributed to enhanced credibility with new contacts.
- **Stronger Customer Relations:** Clients and research partners are able to get questions answered at any time of the day or night. Customer satisfaction is higher and their relationships have expanded.

Quote

“With Evron’s guidance, VisionTrack’s web site has become our best sales tool.”

- Gerry Grundland, President, VisionTrack

