

3quency Toolbars Increase Engagement, Generate Revenue & Strengthen Your Brand

W3i's 3quency is a custom toolbar solution that helps publishers increase engagement and retention with their users, as well as strengthen their brand presence and generate meaningful revenue.

The Challenge//

3quency's publishers set out to accomplish three main objectives. First and foremost, they wanted to increase user engagement. Second, publishers wanted to strengthen their brand, achieving top-of-mind awareness and full brand exposure. Third, they were seeking improved user lifetime value.

The Solution//

3quency custom toolbars enable users to take your site with them wherever they browse the web. 3quency toolbars increase engagement through an amazing user experience and unique custom applications. 3quency strengthens branding by prominently displaying your logo on a Yahoo! Search-powered toolbar. 3quency also provides revenue generating features in the toolbar itself and through the power of the W3i Application Network.

The Results//

In setting out to **increase user engagement**, an application publisher registered more than 1 million acts of additional engagement, such as toolbar application usage and return visits to their home site, over a five month period. For this publisher, users with their branded toolbar showed a 3:1 increase in engagement versus those users who simply visited their site from time to time. An entertainment publisher increased repeat traffic back to their site; with each toolbar installed, this publisher averaged one additional repeat visit.

When it came to **improving brand awareness**, 3quency provided unparalleled results. The entertainment publisher's brand was reinforced 3 million additional times since their launch in six months. This was accomplished through prominent



A 3quency Custom Toolbar

presentation of their logo each time a toolbar loaded, when a DNS error page appeared and when Tab Search was activated. No other custom toolbar solution provides a stronger branded experience.

3quency toolbars also opened the door to publishers to **generate revenue** on top of what they were already earning. By driving traffic to revenue generating sites, the entertainment publisher was able to pocket complementary revenue of over \$10,000 per month on toolbar buttons alone. But that's nothing compared to the revenue driving power of the W3i Application Network. By showing recommended applications in front of their toolbar install, the application publisher was able to generate \$1 for every toolbar installed.

The results were magnified further after 3quency's **optimization** platform was utilized to find the toolbar setup that resonated most with users. By testing different variations of toolbars, the app publisher was able to optimize their toolbar to increase the lifetime revenue it generated by 30%.

Partnering with a Leader//

3quency toolbars are integrated with **Yahoo! Search**, one of the strongest brands in the industry. With more than 2.6 billion searches¹ conducted on Yahoo! each month, its search and optimization expertise bring strong performance to the 3quency platform.

"3quency has enabled me to engage my users, helping them to stay connected to my site and content," CEO of PassionUp.com, a 3quency client.

¹comScore qsearch, March 2010

Find Out More// To learn more about 3quency and how you can increase user engagement, generate revenue and strengthen brand awareness, email us at info@W3i.com or call toll free **1-877-257-7025**.