

iMmaximizing



Delivering The Right Page To The Right Customer At The Right Time.

iMmaximizing™ is a product that concentrates on increasing customer's conversion rates through web page optimization. iMmaximizing™ utilizes its proprietary conversion optimization platform to allow customers the ability to serve a uniquely different page to visitors. The "SmartPage" is the "Right Page" at the "Right Time" to the "Right Person". Incorporating innovative scientific experimental design techniques, advanced data mining concepts and an automated iMmaximizing™ script and report generation engine. iMmaximizing™ is a Pay for Performance Solution.

iMmaximizing™ has developed a step-by-step process to guide a client through the test strategy development process and help them create a promising variety of page design features and page components to get them up and running as soon as possible.

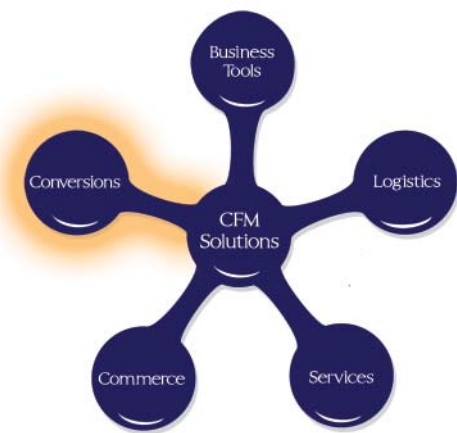
Utilizing the server logs from a page to differentiate prospects, iMmaximizing™ is able to use this information to closely predict the habits and preferences of prospective customers. The variables we garner from the server logs include referring URL, operating system, browser type, (local) time of day, day of week, monitor resolution and color scheme.

Data Mining

iMmaximizing™ mines the server logs from the test results to discriminate paying customers from everyone else using an automated Bayesian Network procedure. Through this procedure we can answer the question "which page components should be put together to assemble a page that will most likely result in turning a particular prospect into a purchasing customer?"

Easy Technology

The iMmaximizing™ page selection process is easy to install and maintain. It consists of a data acquisition and script execution process that is hosted on the client's web server and coded in the host language of the client's site (e.g. PHP, JSP, ASP). The click-stream never leaves the client's site and the client's technology team can see exactly what is going on at all times.



Family of Solutions

iMmaximizing™ is just one of the many Commerce Facilitation Management solutions being offered by IMSure Solutions that allows you to take control of your business. For more information, please call (480) 456-3811 or visit our website at www.imsuresolutions.com.

Web analytics improves results from targeted email campaigns, study says. Web analytics can play a key – although more costly – role in personalized email campaigns, Jupiter Research reports. Using clickstream data, targeted email on average produced click-through rates of 14% and conversion rates of 3.9%

– Internet Retailer
October 20, 2005

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How iMmaximizing™ Works



About IMSure Solutions

IMSure Solutions, Inc. provides technology solutions for enterprise and e-commerce shipping management, business-to-business purchasing and order processing, e-commerce content management and communication support, and surveying. IMSure's applications help companies increase revenue and decrease operating expenses. In addition to software, IMSure offers consulting, project management, development, design, training, technical support and web hosting services. IMSure Network is a privately held company headquartered in Mesa, Arizona.



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