

Showcase replaces the standalone microsite with an engaging brand experience that is personalized for your prospects.

# SHOWCASE

## ENGAGE WITH YOUR PROSPECTS WHEREVER THEY ARE



IHI's Showcase highlights your brand's products and services, integrates your content as well as a dynamic product catalog providing a rich branded experience for your customers. Showcase works across web, smartphones and tablets to provide consistent branded experiences.

Behind the scenes, advertisers evaluate prospect preferences across their sales channel or ad networks from a central location, and drive product preference by delivering personalized, relevant content across each site.

# HOW SHOWCASE WORKS

For prospects, **Showcase is a self-guided experience to explore a brand's offerings** with integrated, relevant content. Scale and save time and resources by building once and syndicating personalized versions of the Showcase across your sales channels and ad network.

Prospects learn about your products and services with **personalized content while visiting their favorite sites**

**Seamlessly integrates** into any channel partner or publisher site

The image displays two overlapping website screenshots. The background screenshot is from Costco.com, showing a 'SHOWCASE' for Intel processors. The foreground screenshot is from Best Buy, showing a 'PS VITA' showcase with a 'Pre-Order Now' button and product details.



**Optimize engagement** and conversion by evaluating prospect preferences across your sales channel or ad network; revise messaging and offers for each destination

CALL OR EMAIL NOW TO FIND OUT HOW YOU CAN DRIVE  
PRODUCT PREFERENCE AND ABOVE-MARKET CONVERSION:  
**1.800.784.1295** OR **SALES@IRONHORSEINTERACTIVE.COM**

SHOWCASE SELECTED RESULTS ▾

## Showcase Earners Above-Market Engagement and Conversion Rates



**Engagement rates** - On average, 50%+ of prospects engage with the Showcase



**Time on site** - On average, prospects spend over 1 minute on the Showcase



**Product information viewed** - On average, 30% + of the prospects view product information

Selected Companies Using Showcase



**Dixons**

**Insight**



**SONY**

### ABOUT IRON HORSE INTERACTIVE

Iron Horse Interactive® (IHI) is a multichannel marketing company. Our technology platform and interactive services let companies increase demand for products and services by reaching their prospects anywhere. Whether prospects are on your website, a channel partner site, a social media site, a mobile device, or across an ad network, our technology provides personalized recommendations that keep customers engaged and drive higher conversions.

# SHOWCASE

IHI's Showcase spotlights a brand's products and services, integrates information from a dynamic product catalog, and is embedded on any site or mobile device the prospect is on.



## KEY FEATURES

### SELLING

Provides customers with a simple and personalized buying experience

Gives customers the ability to search, learn, and buy all in one place

Integrates with multiple product and merchant catalogs

Integrates user- and expert-generated ratings and reviews

Mobile, web and tablet compatibility for consistent content delivery wherever and whenever your customers shop

Deal Zone highlights promotions and sale items and is updated dynamically

Social media integration

### CUSTOMIZATION

Flexible marquee spots to showcase key new messages

Customizable content and skins that integrate into targeted online buying environments

Supports third-party content integration via web services

Supports multiple languages

Dynamic content resource centre

Integrate RSS feeds capabilities

### ANALYTICS

Daily data reporting

Web-based analytics that track channel-wide business intelligence

Tracks customer behavior down to the SKU level

A/B testing to optimize messaging and content

### INFRASTRUCTURE

HTML 5 based for multiple platform and OS compatibility

Smartphone and tablet optimized

Template-based syndication engine to build once and scale across multiple sites

Robust catalog manager for real-time catalog integration and SKU management

Web-based content management system for real-time campaign management

Enterprise-class, secure, scalable, and redundant technology infrastructure

24x7 monitoring and support