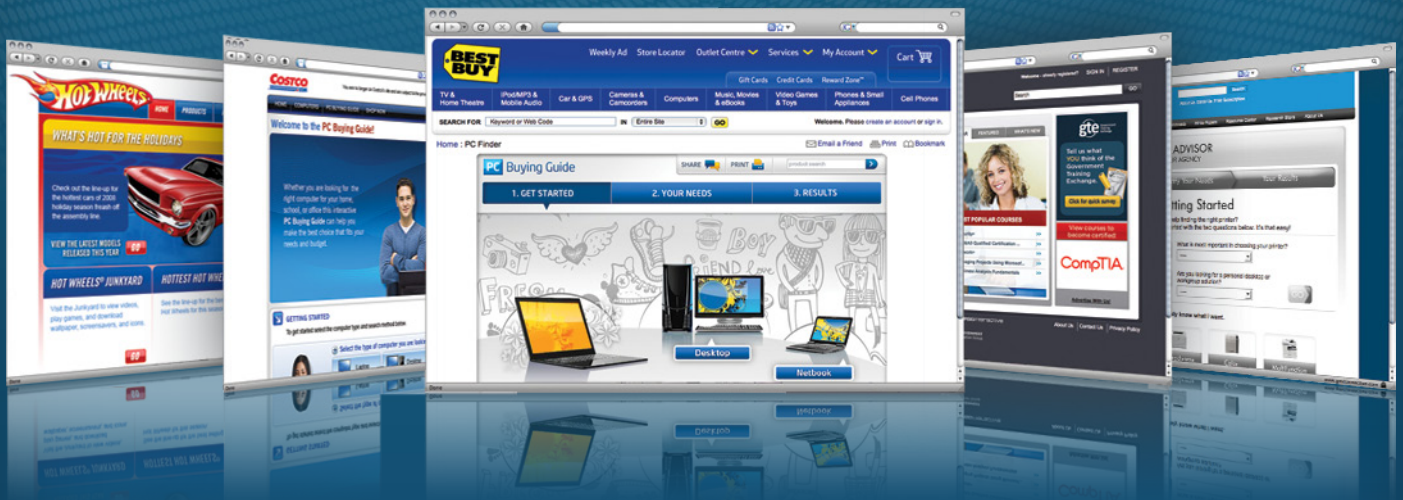


Reduce visitor frustration and research overload by delivering information in an intuitive and personalized way

BUYING GUIDE

ENGAGE WITH YOUR PROSPECTS WHEREVER THEY ARE



IHI's Buying Guide is a customizable product finder that connects prospects to the products and services they need most. Marketers can capture detailed insights about prospects' preferences across their channel and advertising network, and optimize product preference.

- Industry-leading engagement and conversion rates
- Customizable user interface
- E-commerce functionality
- Optimized campaigns for each site with a Buying Guide
- Product integration from one or more channel partner sites
- Prospects presented with up-to-date product information, rating, reviews, and features
- Seamless integration into any channel partner or publisher site

HOW BUYING GUIDE WORKS

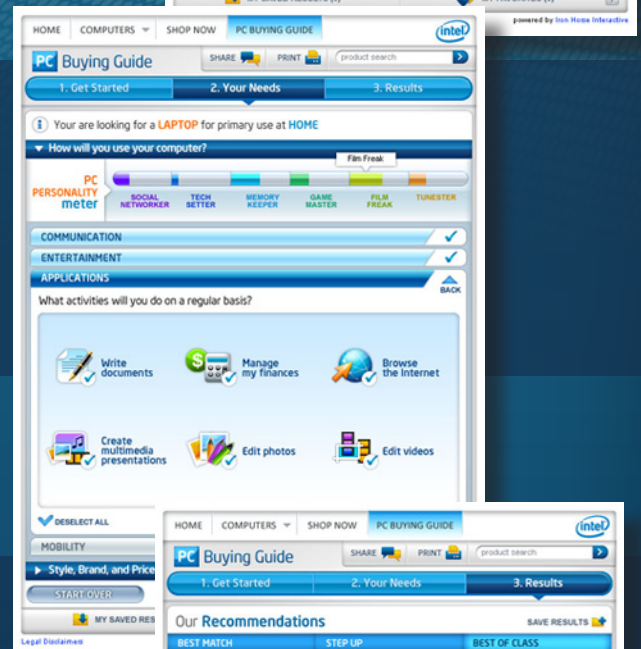
1 EVALUATE

- **Configurable purchasing paths** based on individual preferences, needs assessment, and persona
- **Customizable, guided decision process** delivers accurate recommendations with special offers and advanced search options
- **Updateable skins and messaging** for each online destination



2 DECIDE

- Deliver **best match results** and **up-sell** products and services
- Prospects can **easily compare** products and refine searches



3 BUY

- Allow prospects to **buy directly** or from your channel partners
- **Social shopping features:** "Ask a friend," price alerts, ratings and reviews; Facebook and Google integration



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**

BUYING GUIDE SELECTED RESULTS ▣

Buying Guide Garners Above-Market Engagement and Conversion Rates



On average, 46% of prospects who landed on a Buying Guide took a second click or more.



2-3.5% of prospects who passed through a Buying Guide made an online purchase.



Prospects keep coming back:

37% of visitors to a Buying Guide are repeat visitors.

Selected Companies Using Buying Guide



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.

BUYING GUIDE

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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
- Provides guided navigation leading to personalized recommendations
- Supports multi-vendor, multi-product solution catalog integration
- Features contextual advertising opportunities for up- and cross-selling
- Social shopping features—sharing, product ratings, and reviews
- Supports multiple purchasing paths for customers to choose from
- Supports retargeting of returning visitors with optimized offers

CUSTOMIZATION

- Customizable content and skins that integrate into targeted online buying environments
- Supports third-party content integration via web services
- Supports multiple languages for language- and geography-specific syndicated content

ANALYTICS

- Daily data reporting
- Web-based analytics that tracks channel-wide business intelligence
- Tracks customer behavior down to the SKU level
- Export to Excel and PDF

INFRASTRUCTURE

- Template-based syndication engine to build once and scale across multiple sites
- Configurable rules engine to customize decision and recommendation logic
- Robust catalog manager for real-time catalog integration and SKU management
- Web-based content management system for real-time campaign management
- CRM functionality to capture leads and transactions from across your network
- Enterprise-class, secure, scalable, and redundant technology infrastructure
- 24x7 monitoring and support