

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 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.

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



Centrally update messaging and offers for each brand



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



46% of prospects who landed on a Showcase took a second click or more.



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



Prospects keep coming back:

55% of visitors to a Showcase are repeat visitors.

Selected Companies Using Showcase



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.

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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

Integrates with live product and content catalogs

Integrates user-generated ratings and reviews

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 for language- and geography-specific syndicated content

ANALYTICS

Daily data reporting

Web-based analytics that track channel-wide business intelligence

Tracks customer behavior down to the SKU level

INFRASTRUCTURE

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