

Internet Provider and Partner Promotions

Reach 80% of your subscribers in the next 48 hours!

Problem

You have a great offer that your subscribers cannot resist, but they do. You've mailed them, called them, and put stuffers in their bills, yet the response rate to your offer is still low. You know that they'll take you up on your great offer if you could just get it in front of them!

Solution

Front Porch in-browser promotions allow you to deliver high-value offers at one low cost directly to subscribers' browsers while they are surfing the Internet.

Providers utilize Front Porch to deliver:

- Promotional trial offers
- Targeted service offers
- Multi-Play promotional offers
- Partner specials and discounts

Precision Targeting

Our integrated online management system allows you to specify which subscribers receive your promotions. Providers may target special offers to new subscribers or promote specific service offerings to existing subscribers not currently enrolled in that service.

Immediate Results

Unlike traditional promotion methods, you can allow immediate acceptance of your offers by including links to more details and purchase pages within your promotions.

Reporting


Our interactive web based reporting system will immediately tell you the effectiveness of your promotions by measuring how many subscribers saw the offer and chose to click on reference links to services. Reports show that 80% of targeted subscribers see the promotion in the first 48 hours and 99% see them in the first seven days.

Benefits

Front Porch services benefit the Internet provider with targeted delivery, immediate call-to-action and real-time reporting. Subscribers enjoy the convenience of a one-click acceptance directly from their browser.

Integration

Our solution includes a powerful API that can be customized for a seamless integration with your existing applications. This allows you to easily target promotions based on subscribers' current subscription level.



Deliver
Targeted
Promotions to
Subscribers
Fast!



To learn more, contact us
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Contact Us

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Bundled Service Promotions

Bundled service promotions allow the provider to present targeted promotional offers to your subscribers as they surf the Internet. Subscribers enjoy the convenience of a one-click sign-up directly from their browser.



Bundled Service Promotions

Partner Promotions

Partner promotions allow the provider to maximize customer response through the ability to target a select audience. Promotions can be delivered based on specific criteria to optimize impact.



Partner Promotions

These products and associated modules and services are protected by United States patent No. 6,442,577. Other patents are pending.

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