

Need to drive traffic to your site?

The Front Porch Redirection feature can be used to direct subscribers to sites designated by the Internet Service Provider (ISP) during the subscriber's Internet surfing session. The ISP can customize the redirection for subscribers based on their service levels or other criteria such as geographic location or account status. Redirection services are easily set up and modified using the web-based Front Porch Services (FPS) system.

Redirection can be used to drive traffic to a designated site. The most popular use for this feature is to redirect subscribers to the ISP's portal when subscribers first login. The subscriber is redirected regardless of the start page setting in the subscriber's browser. The ISP can elect whether or not to deliver the subscriber's originally requested page in a smaller content window. Redirection can also be delivered later in a subscriber's session for mid-session redirection.

The Redirection feature can also be used to set up a "Captive Portal" that can be used to restrict subscribers or groups of subscribers so that they can only access allowable sites. The Captive Portal can be set up so that a subscriber is redirected only once or it can be set up to be persistent with the redirection repeated each time the subscriber logs in for a new session.

The ISP can be sure that subscribers visit the site and take action

Captive Portals have many potential applications. Subscribers can be redirected to a page that displays critical information the ISP requires subscribers to view or take action on before they can continue to surf the Internet. Uses include redirecting new subscribers to a Terms of Service page or a registration page, redirecting late paying subscribers to the ISP's electronic billing page so that they can update their payment status, redirecting subscribers so that they must read and acknowledge an important announcement, make a service selection, download an application or critical update.

The Captive Portal ensures that subscribers visit the designated site and take the required action before being allowed to continue on to other sites. The FPS system provides the ISP with the flexibility to configure these services as needed and enables subscribers to automatically release themselves from Redirection. Using the Captive Portal feature the ISP has new opportunities to provide innovative value-added services, improve customer service and reduce customer support costs.

Driving New Revenue through Increased Portal Views

Situation: A leading international ISP with a brand name portal earned advertising revenue based on portal page views. However, most of the ISP's subscribers used competing portals rather than the ISP's portal.

Desired Results: The ISP wanted to drive more traffic to its own portal to increase portal page views and advertising revenue.

Front Porch's Unique Solution: Using the PorchLight's Subscriber Redirection feature, the ISP redirected all subscribers to its own portal when they logged in, regardless of the home page setting in the subscribers' Internet browsers. The subscribers' home pages were also displayed in a smaller content window.

**65.6% increase
in portal page views**

Results: Front Porch enabled the ISP to dramatically increase traffic to its portal by redirecting all subscribers upon login. The results were compelling. The ISP recorded a 65.6% increase in portal page views by its own subscribers. With the portal generating revenue based on volume of impressions, the ISP earned a significant increase in online advertising revenue.

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Using Captive Portals to Retain Customers

Situation: A major European ISP was about to terminate a legacy dial-in access number. They needed to transfer approximately 20,000 subscribers from the old access number to a new platform. Their options included switching off the old connection without notice and hoping subscribers found their way back to the ISP, or contacting subscribers via email and/or postal mail to advise them of the situation.

Desired Results: The ISP wanted a solution that would be cost effective for them and ensure the highest level of customer service for their subscribers. They wanted to avoid losing customers after the cutover to the new platform.

Front Porch's Unique Solution: Front Porch worked with the ISP to apply a phased approach to the problem. The ISP deployed Front Porch Messaging and Redirection solutions which allowed them to communicate directly with subscribers online and apply various levels of persuasion as the cutover date approached. Initially the ISP contacted each subscriber by using the PorchLight to deliver a message directly to subscribers while they were online. The message appeared as a 'pop up' service message to every subscriber regardless of the site they were viewing. The ISP retained control of the delivery frequency. This approach resulted in a small percentage of subscribers moving to the new number.

The next step was a "captive portal" approach using the Redirection feature. The PorchLight redirected every subscriber regardless of their home page. Subscribers were redirected to an ISP web page with clear details of the impending change. Subscribers were unable to 'browse' out of this page; they had to choose to either download the new dialup access configuration or carry on browsing. By forcing subscribers to make this choice, the ISP was sure they had read and understood the information. This approach had a more dramatic effect with a larger percentage of subscribers migrating to the new access number. However, a small group of users remained who still had not made the change.

The final step, a few days prior to termination, was ultimately persuasive. Again using Front Porch's Redirection feature to create a "captive portal", subscribers were redirected to the ISP page and forced to download the new access configuration before being allowed to surf the Internet using the new access number.

Results: By using this dynamic, friendly and persuasive approach to a common problem, the ISP realized a number of benefits:

- **Increased customer loyalty**
- **Promotion of a positive and professional image**
- **Retention of a considerable number of subscribers and associated revenue stream**
- **Significant cost savings**