



Roxio Teams with 180i

Realizing Effective Online Marketing Opportunities

Roxio provides the best selling digital media software in the world and offers a suite of award-winning products. This innovative, easy-to-use software liberates people to create, manage and share their digital media around the world.

Roxio wanted to strengthen its customer relationships, increase sales through online marketing and provide a way to better respond to customer's needs. Roxio was also searching for new ways to advise customers of rebates and special promotions as well as deliver cross-sell and up-sell suggestions to target the right customers at the right time with the right products.



Selling More Through Online Marketing

180i worked with Roxio to define and develop strategic and tactical plans to achieve the highest level of online sales. These online marketing solutions were designed to communicate to customers—based on their unique preferences and profiles. By customizing and personalizing the eCommerce storefront, increased sales were achieved. This online marketing system readily meets new marketing needs.

Using Integrated Marketing to Reach Customers

To reach customers more effectively, a stronger marketing campaign solution was produced—one which delivers marketing communications to customers with precision. By centralizing customer information from multiple channels, customer needs can be readily met.

Improving Customer Service

180i helped Roxio improve customer service and reduce operational costs by streamlining customer registration. This enhanced customer service enabled Roxio to engage their customers with greater marketing intelligence for targeted selling. Personalization provided

immediate consumer benefits. This integrated solution consisted of customer profiling and targeted marketing. By providing this information to customers, Roxio has improved its customer service.

About 180i

180i offers a comprehensive suite of integrated marketing services and solutions specifically designed to help you achieve your strategic goals—across one or multiple channels. Our Fortune 100 / 500 leadership and experience ensure successful projects that reach target audiences and increase sales. From individual campaigns to developing and releasing global multi-phased launches across several verticals, 180i provides a distinct advantage. Excellence, results and service are the foundation of 180i.

Find Out More

To learn more how 180i can help you achieve your goals, please contact us at: **1.866.488.180i** or visit us on the web at:

www.180i.com



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