

THE ECHO MIRROR™: Custom Web Experience

Echo's Innovative Cross-Media Solutions

Do you provide your targeted audiences with a personalized and undistracted web experience that integrates all your online content (Web, Video, Mobile and Social Media) into a single web property?



Market Challenges

Your website is built to meet all of your many constituents' needs; where it should be designed to speak to and meet each individual's needs.

Visitors waste time sifting through your website and social media properties searching for the relevant information that matters to them. Too many clicks and site redirects can be frustrating and distracting, and that suppresses response.

Disparate web experiences make your *awareness, acquisition and retention* programs less effective and more costly.

Echo Solutions

Echo's Mirror™ is an innovative web-based solution that integrates all of your content and online media (Web, Video, Mobile and Social Media) into a customized, relevant, single-site web experience.

Using our proprietary "Widget-Logic", the Echo Mirror™ allows users to select and customize the specific online content that is significant to them, and eliminate unrelated or distracting information.

Benefits

Creates a powerful single location, low-cost, high-impact *awareness, acquisition and retention* solution that increases individual user engagement and enhances experience.

Do you provide a personalized, custom web experience that allows the user to control all of your relevant cross-media content and channels?

THE ECHO MIRROR™

**Customized, Integrated, Personalized Web Experience That...
Moves, Inspires, Remembers, Responds, Optimizes, Retains**

Mirror™ integrates and delivers in a single site location:

- All Social Media Channel Integration
- Competitive / Result Information
- Digital Publication Content
- Directory Content
- Drag & Drop Proprietary Widget-Logic
- End User Controls Relevant Information
- Mobile Content
- Personalized Acquisition and Affinity Marketing Offers
- Personalized News & Alerts
- Personalized Retention & Renewal Campaigns
- Personalized User Benefits
- Radius-Based Event Information & Links
- Shadow Box to Highlight & Deliver Important Information
- Survey / Polling Questions
- Video / YouTube Content

Mirror™ delivers personalized and integrated web experience results:*

28% increase in click through rates versus traditional pURLs

14.2% increase in year over year usage

62% of all visitors interact with the Mirror™ on a regular basis

*2012 US Lacrosse Case Study



Shadow Box displaying targeted information

Mirror™ is the unprecedented cross-media innovation that drives awareness, acquisition, retention and GROWTH