

# Typhon Market Response Tool Case Study

Drive your customers to your website!



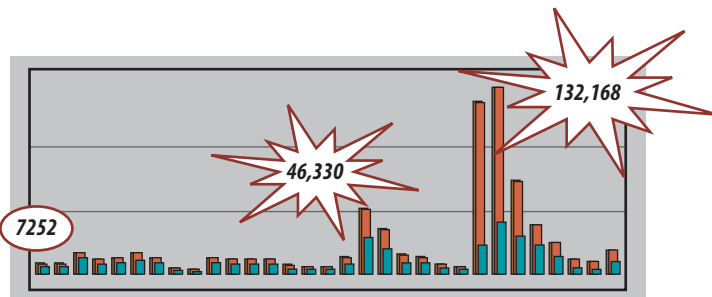
## Typhon

“Last year, you spent thousands of dollars on your new website and it looks great—but has it made any money for you?”

### Real World Results...

Compradores launched their first business to business website in 1997 and through pioneering the Internet, they learned a valuable lesson. To take advantage of the true power of the Internet, you have to create an ultimate communication system and drive people to your site. They worked with Ekota Central to transform their Internet presence into a true profit centre.

Demonstrated below is a response of 46,000 hits after a flyer was sent to 5,000 people, and of 132,000 hits after a flyer sent to 12,000 people.



*Imagine the profits a tool like this could bring you!*

“The Ekota-Typhon combination has improved our bottom-line and provided us with a cost effective system for communicating with both our customers and our salespeople. There isn’t a business that couldn’t take advantage of the internet as packaged within the Typhon system.”

—Brian LaBerge

President & CEO of Compradores  
[www.compradores.com](http://www.compradores.com)

### Keys to the site are:

- An online product showcase with multi-level pricing.
- A marketing module that generates an e-newsletter (at no extra cost) without tech support.
- An on the fly method of generating a product flyer for transmission via e-mail while their sales staff are still on the phone with prospective clients.
- A print quality catalog for traditional distribution methods.
- A tracking mechanism to help understand the products that generate interest.