SupplyChainBrain.com Website Integration

SupplyChainBrainWebsite Integration gives your company the ability to deliver a much higher ROI on all your most important sales and technical material!

SupplyChainBrain.com has partnered with an innovative online technology firm which places your company's product and solutions messages inside our website and delivers them to your customers and prospects when they want to see that information most!

HOW IT WORKS

Our innovative technology uses advanced algorithms to accurately evaluate each article on SupplyChainBrain.com. The technology then locates and delivers only the most relevant advertiser content by way of links which appear on the side of every article in a "related content" box. When a user clicks on a link, he is taken to the exact marketing message the advertiser wants him to see. You select up to 25 pages of content from your website or any other sources that you most want to present to our audience. We will integrate it all for you and allow you to introduce new content and change your integrated content throughout the year. Performance reports on content views and clicks are provided each month!

WHY IT WORKS

When people go to websites, they look for specific information on desired topics: the more relevant information available, the better. Web users typically don't click on unrelated or semi-related banner ads or text links. If they do click on links for related content, they can easily get frustrated if they've gone to unrelated content or have to click around for additional information. As visitors to SCB.com are reading articles on the site, they see several links which, when clicked, bring them to highly relevant content housed within SupplyChainBrain.com. Because the content is completely relevant to the published content, it brings a better web experience to the user, who will then stay on the site and return in the future.

Website Integration delivers your product and company's messages to your customers and prospects when and where they most want to see them—alongside related editorial content. Every time anyone views content on SupplyChainBrain.com that is related to your advertising content, they will see your link. **That's getting the right message to the right people at the right time.**

Annual Integration Cost: $14,500 net.

