

Agendize Unleashes The Conversion Power Of Engagement Tools By Launching A Brand New Self-Serve Platform

Agendize announces the launch of its new multilingual self-serve platform enabling anyone to deploy engagement tools such as Click-to-Call, Online Scheduling, Click-to-Save and Share and many more, without the fuss of multiple annual contracts and minimum commitments.

Dallas-September 14, 2010 Agendize Services, Inc., a leading provider of engagement tools with the most complete suite of features to help online advertisers convert traffic into more conversations and more business is radically changing the way engagement features are being deployed on websites, banner ads, videos and email marketing campaigns.

Add-on engagement features are amongst the most impactful conversion enhancers, helping advertisers to connect more rapidly and more often with potential new and existing clients, translating into more business from their online presence and advertising campaigns.

Key findings prove that deploying a greater variety of features, hence giving users more options, generates more engagement opportunities between them and advertisers. However, given the current solution provider landscape, this implies signing multiple costly contracts with multiple vendors, dealing with constraining minimum monthly commitments as well as complex data integration for reporting purposes. Agendize's new white-label self-serve solution resolves those business and operational challenges.

"I am really pleased to announce that Agendize's complete suite of engagement features will now be available to anyone -- ranging from a small business owner to the most sophisticated interactive marketing agency -- who wants to improve on conversion rates by offering more options to users in the simplest way possible. Moreover, Agendize's fully integrated reporting will give them more robust data to understand what online advertising activity works best in driving higher conversion rates. Agendize's infrastructure is built to deliver simplicity, scalability and security. Our new self-serve website is an enabler in that sense, and a game changer," said Alex Rambaud, CEO & founder of Agendize.

Website designers, interactive agencies as well as any "lead-generation" technology providers such as SEM or Email Marketing agencies can deploy the most comprehensive suite of engagement tools, on-demand, without any contract or minimum spend commitment. Agendize's fully integrated white-label reporting console compiles in the all-important site and engagement analytics in real-time, measuring the number of visits and visitors, calls, appointments, chats, etc. required to prove campaign efficiency, while greatly improving the "Trusted Advisor" relationship with advertisers.

To offer the simplest business conditions possible, Agendize's self-serve pricing is based on a Pay-per-Action model. This ensures that the cost is totally in sync with the success of a campaign, reducing the financial risk to "0". No Actions, No Conversations, No cost! Each individual feature, from Click-to-Call, Click-to-Save & Share, Online Scheduling, etc., can be deployed on-demand with a specific low cost-per-action for each one, only limited by a daily budget cap determined by each client. Billing begins when the action begins and stops when the actions does. No contract, no monthly minimum fee required.

What does this mean for the industry? Engagement between users and merchants is now well entrenched in the industry's practices with the advent of reviews, social networks and reputation management solutions. Engagement tools such as Click-to-Call and Online Scheduling are some of the best proofs that true engagement is happening. Simplifying the way the entire breadth of engagement tools gets deployed and pricing the tool per use are game changers. Interactive marketers and any other type of Web industry players can now go deeper into proving ROI and strengthening their relationship with their clients.

"I'm looking forward to any business being able to easily add and customize features that were previously only available to big businesses to their sites and campaigns. I'm really excited about the possibilities that our API will create. Developers will be able to build Web or mobile applications that make use of our tools and mix and match them in ways we would have never even thought of," said Matt Fogel, VP Product at Agendize.

Agendize is currently rolling out a private beta with a small number of industry players. Starting today, Agendize will open up its private beta to include a broader, yet limited number of companies on a "per request" basis. A white-label version is also available for large local search providers such as IYPs, website creation and SEM technology providers, as well as 360° advertising agencies.

To participate in the private beta please submit your request to: florence@agendize.com .

About Agendize

Agendize helps interactive marketers make any digital content actionable by deploying white-label engagement tools directly on advertiser websites to generate more leads. Generate up to 36% more calls with tools like Click-To-Call, Click-To-Chat, Click-to-Schedule an Appointment, Click-to-Save and Click-To-Share with Others and increase the opportunities to be remembered and recommended by 7x.

Agendize's Engagement Platform provides customized client-ready reports, making it easier to prove results and demonstrate higher ROI to clients.

Agendize already empowers 30 of the world's leading local Advertising publishers, and an increasing number of interactive marketing agencies, providing engagement features to businesses in 25 countries.

For more information, contact François Guérette fguerette@agendize.com or visit www.agendize.com.