

## SteelHouse — Better Than the Competition

### Not All Campaigns are Created Equal

There's a world of difference between the kind of so called 'targeted' advertising delivered by other online advertising companies and the personality-driven, shopper-behavior segmented campaigns that SteelHouse delivers with The Opportunity Machine™.

Just ask eCampus, a pioneering online textbook retailer in the Internet Retailer Top 500. In 2008, eCampus made a commitment to respond to the interests of their site visitors in an effort to make their digital campaign more effective. A critical problem quickly arose when they tested their first vendor. eCampus found themselves uncertain about the validity of viewthrough-conversions and questioned whether they might have gotten those conversions through their own display ads. With their vendor unable to prove their value, eCampus discontinued their services and looked for a better solution.

### SteelHouse Proves Incremental Lift

In late 2009, SteelHouse called eCampus with the answer to their problems. SteelHouse's ground-breaking technology and control groups proved incremental lift-based sales, backed up with the most comprehensive reports eCampus had ever seen. With SteelHouse, eCampus received concrete proof of SteelHouse's ROI with never-before-seen data that gave them insight into how their online campaigns were performing.

#### Monster 750.5% incremental conversion lift during critical season

Conversion Lift	
August 2010	218.09%
<b>September 2010</b>	<b>750.5%</b>

### SteelHouse is the Best in the Industry

eCommerce marketers know better than anyone else how the right incentive, delivered at the right time, to the right shopper, can make a huge difference in conversions, revenue and sales. With The Opportunity Machine, SteelHouse provides award-winning, patent-pending technology that empowers eCommerce sites to reach their maximum revenue potential.

**“** We had not found a platform that featured such extensive ability to target specific market opportunities, nor one that allows campaigns to be launched against these opportunities so easily.” **”**

—Matthew Taylor, Director Online Marketing, eCampus.com.

**LET BEHAVIORAL COMMERCE TURBOCHARGE YOUR MARKETING**

**Call toll-free 1-888-9-STEELHOUSE  
Visit us online at [www.SteelHouse.com](http://www.SteelHouse.com)**

## Introducing Behavioral Commerce: The Opportunity Machine™

- **Award-Winning, Patent-Pending Behavioral Commerce Technology**

SteelHouse was selected as one of the Top 10 Internet Technologies in the world for its pioneering work in Behavioral Commerce.

- **World's Only Personality-Driven Shopper Platform**

The Opportunity Machine is the only solution that enables you to give different offers to different types of shopping personalities to optimize revenue and maximize margins.

- **Understand Your Shoppers and Act**

SteelHouse helps you understand your shoppers by their personality and behavior and discover what motivates them to purchase. Then you can immediately act by launching segmented, escalating offers across ad networks and client channels (i.e. home page, online ads, etc.) to increase your revenue substantially.

- **Outstanding Client Services Team**

Dedicated, experienced Client Services Managers work closely with you, so you get the most out of SteelHouse's exclusive Behavioral Commerce platform.

- **Industry-Leading Reporting and Data Transparency**

SteelHouse provides complete transparency into all your campaigns – if we can see it, so can you. No one compares!

### Pay Only for Performance

We're so confident that Behavioral Commerce will increase your conversions, sales and revenue that you'll only pay us if you make more money. We deploy a constant control group so you can definitively see the incremental lift that SteelHouse's Behavioral Commerce technology brings to the table. With no other fees, there's no risk. See what Behavioral Commerce can do for you today.

### SteelHouse is the Best in the Industry

With The Opportunity Machine, you now have the power to dramatically increase your revenue in a way that perfectly connects your site and your shoppers. Instead of treating all shoppers the same, with same home page and online ads, The Opportunity Machine enables you to target the right shoppers and offer them distinct offers based on what is unique within their shopper personality that will motivate them to convert.

As a result, your site receives its optimal revenue by shopper personality and your shoppers receive their optimal incentive – at the right time, in the right manner, through the right channel.



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