
Offermatica And Fathom Online Help Clients Turn Leads Into Profitable Customers

Offermatica's testing and optimization know-how combined with Fathom's search marketing capability lowers acquisition costs.

For Immediate Release

SAN FRANCISCO/EWORLDWIRE/Oct. 6, 2004 --- In a new partnership announced today, Offermatica will provide San Francisco-based Fathom Online with testing and optimization capabilities, enabling Fathom to expand its search engine marketing services.

Fathom Online brings only the most qualified leads to its clients' sites. Offermatica will ensure that those leads see the best possible offer, increasing their likelihood to convert.

Fathom Online manages successful pay-per-click campaigns that drive traffic to client sites. Integrating Offermatica's advanced testing and targeting capabilities allows Fathom to deliver more profitable traffic. Testing and optimizing landing pages to work transparently with search terms and advertising is a key component of successful search marketing.

Search engine marketing is arguably the most efficient form of marketing available today, yet its complexity and competitive nature make it difficult for companies to find a balance between affordable keywords and the resulting cost per acquisition.

"Fathom knows how to lower the cost of sending qualified prospects to a client site," said Chris Churchill, Fathom's founder and CEO. "With Offermatica we have a new set of tools to help convince those prospects to become customers."

Like many companies today, Fathom Online's clients often have overburdened IT departments, so Churchill chose to partner with a company whose solution didn't require complex integration. "Offermatica is so quick to integrate that even our clients with large, cumbersome IT operations can get testing and optimization running in a couple of days," Churchill said.

"Testing and optimization delivers fast and significant ROI," said Jamie Roche, co-CEO of Offermatica. "Coupled with Fathom's search marketing tools and expertise, we can dramatically lower the cost of customer acquisition."

About Offermatica

Offermatica is an ASP solution that puts world-class conversion optimization tools in the hands of any online marketer. Offermatica automatically finds the best page composition to increase a client's visitor conversions. Clients simply load their content options into Offermatica and Offermatica does the rest. More about Offermatica is available at www.offermatica.com.

About Fathom Online

Fathom Online provides comprehensive, performance-driven marketing services and solutions for marketers who demand measurable results from online advertising. More about Fathom Online is available at www.fathomonline.com.

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