



For Immediate Release

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Net-Results™ Utilizes Own System to Enhance Website, Trial Conversions
Company's Own Marketing Automation Software Guides Website Redesign and Trial Offer

GOLDEN, CO – June 24, 2009 – Net-Results, an industry leader in providing cost-effective sales and marketing automation solutions to the small to medium business market, today announced the launch of their newly revamped website and free trial offer. Having utilized their own system to both identify the need for and guide the process of redesign, Net-Results has seen an immediate impact on key performance indicators related to prospect conversion.

The Net-Results Marketing Automation platform identifies website visitors and tracks their activity at an individual level unlike analytics products that provide only statistical aggregates. Initially, Net-Results analyzed each visitor's activity history including what pages they viewed, how long they spent on each page, and how many times they returned. They then compared that information to actual contact form completions and free trial sign-ups and redesigned their site accordingly to ultimately drive more conversions.

The new website contains information geared at marketing professionals, sales professionals, and small business owners, and includes numerous screen shots and video demonstrations of the interface. A company blog located at www.SMBMarketingAutomation.com has also been launched and link provided from the main website.

During their analysis, Net-Results noticed that several contacts began the process of submitting free trial sign-up information and then stopped before completion. As Net-Results Marketing Automation is able to identify those visitors and automatically follow up with them, an email survey was sent to trial abandoners asking why they did not complete the sign-up process. It was discovered that the majority of potential customers wanted a longer trial period and the ability to sign up without a credit card. Accordingly, Net-Results now offers a full 30-day free trial period and 100 free email credits without requiring a credit card during registration.

"Net-Results Marketing Automation was built around the premise of listening to your prospects and tailoring your messaging to meet their unique needs. We believe in the power of our service because our sales and marketing teams use it everyday... and we're seeing real results in the form of more in depth and longer visits to our site, plus a greater number of trial sign-ups," said CEO and Founder Michael Ward.

About Net-Results™

Founded in 2003, Net-Results is a Colorado-based Internet technology company focused on promoting excellence in sales intelligence and online marketing. Net-Results teaches websites to listen, identifying visitors and delivering actionable leads to sales teams. An integral component of the Net-Results business objective is to build strong relationships with resellers. These channel partnerships allow resellers to offer an exciting product to their customers with an attractive recurring residual.

