

## Logo Services

Educate your buyers with enhanced product information

- Build and maintain brand showcase
- Endorse product offerings
- Promote technology
- Increase sales conversions



### OVERVIEW

As an online shopper, it can be difficult to find software and devices that are compatible with preexisting technologies such as operating systems or hardware. How can online shoppers find compatible technologies quick and easily?

As an online retailer you want to provide your customers with the best shopping experience. What can the retailer do to offer relevant products and educate consumers regarding compatibility while increasing sales? This is a challenging dilemma that would require extensive product data and resources to solve.

CNET Content Solutions now offers a dynamic logo service which is designed to promote new technologies and brand compatibility that people recognize and understand. Our logo service takes the guess work out of displaying relevant technology information and product offerings to the consumer. The service automatically display logos that provide information and products based upon their compatibility. It does this in an automated fashion by serving enhanced content through an expandable hover. The logo's expandable hover syndicates content such as product offerings, promotions, professional reviews or product tours. This is an excellent way to present more with less in a clear and concise manner. Our logoservice swiftly informs and provides relevant information to support your customers' buying decision.

### FEATURES

- Real-time web service hosted on CNET servers
- Easy one-time implementation with single code snippet
- Seamless updates and feature releases no code changes required
- Report on Impressions, User Interaction, Impact and ROI
- Auto-updates content and product coverage
- Provides extended product information
- Customizable content

## BENEFITS

- Increased sales
- Fast performance
- Easy to implement
- Builds buyer confidence
- No additional hardware or software
- No mapping or maintenance required
- Low risk



**Tested. Approved.**

- ✓ **Worry-free installation**
- ✓ **Reliability**
- ✓ **Products work well together**



**Great Products for Windows 7**

CNET Content Solutions, a division of CBS Interactive, is the world's leading independent source of product information. With detailed content in 36 markets on over 6 million technology products in 18 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

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