

Customer profile

Seperia provides marketing and conversion rate optimization services for international search engines. The company operates in over 50 markets and 30 languages in Europe, USA, Asia-Pacific and the Middle East. The company heads the list of companies operating in this field, and provides its services to some of the largest customers in Israel, such as: Ynet, easyForex, Babylon, Checkpoint and others. The core services offered by Seperia include: Search engine advertising, SEO and conversion optimization - in close co-operation with Google Inc.

Business challenge

In recent years, online advertising has been expanding at an unprecedented rate. Seperia, a leader in this core field, faced an obstacle which prevented the company from presenting its customers with improvement and progress on services offered by the company. Also, feedback to customers was highly complicated and required explanation by Seperia.

Solution

MSBit, which specializes in development of toolbars based on the platform by Conduit, the world leader in this field, has put together a concept including toolbar, with interfaces to Seperia system and to the Google Analytics system, and simplifies the analytical information view for the customer. The toolbar presents clear, processed information together with a graphical view, allowing constant accessibility of relevant analytical information for customers.

Results

MSBit has developed for Seperia a toolbar with interface to the Seperia system and to Google Analytics, which allows end users to view processed text-based information as well as graphical information, which present an up-to-date view reflecting key data for their website. Use of the toolbar has allowed customers access to analytical information about their website at all times - information which previously had only been accessible to the customer once every few weeks and required a meeting with Seperia staff.

Seperia, which provides services to numerous customers, has benefited from customer satisfaction and from considerable labor savings, previously required to keep customers updated and to elaborate on the reports.



The modularity of the system enables the customer to re-use parts of the system in other applications, allowing considerable cost savings in future development cost. Conduit is already busy integrating the mailing module with a new alert system - thereby saving on development of an additional component offering similar functionality.