

Enhanced-Analysis Listings

The effective way to promote your product

At A Glance

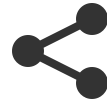
Enhanced Analysis listings enable powerful functionality to **maximize** the impact of your product-listing. They are a perfect companion for your free product listing in any comparison, whether you are launching a **new product** or want to promote **leadership** in your category. Amplify product awareness, generate technical credibility and get access to industry-unique marketing assets!



Maximize
Product Visibility



Unlock
Marketing Assets



Tailored
Social Media



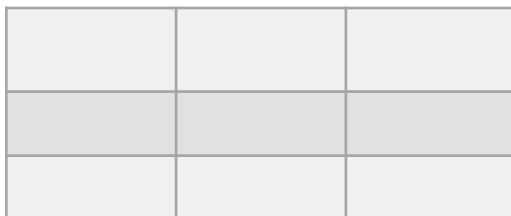
visibility

What do visitors see when they view a comparison?



Without Enhanced Analysis:

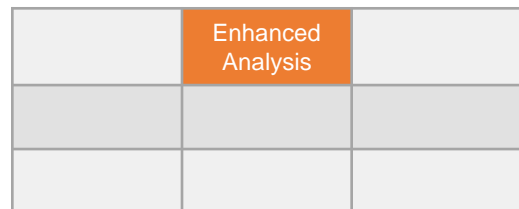
Products & editions are **randomly** populated!



× Visitors are unlikely to see your product

Enhanced Analysis Enabled:

Your product will **always** be seen! ✓



- ✓ Every visitor will see your product!
- ✓ Showcase your preferred edition!
- ✓ Enable unique marketing assets!



Assets for your Marketing Campaigns



Enabling 'Enhanced Analysis' for your listing activates a range of marketing assets for your campaigns.

Generate new leads with the Enhanced Analysis Portfolio Card, endorse your product with our community plaque and let users share your success with our new "Share & Save" function.

These and other benefits are only available with the Enhanced Analysis option.



Product Portfolio Card - let us showcase your product!

- Enables prominent product portfolio & contact feature in the comparison
- Enhanced product-benefit analysis, product video, links to your assets
- Include links to your portfolio card in any communication

[see live example](#)



Lead Generation & Contact - let us help you sell your product

- Enables quote-requests (leads) and contact for product information



Community Plaque - let us endorse your product!

- Dynamically generates your community 'leadership plaque'
- Plaque endorses your product with rank or community validation logo
- Display it on your website, include in assets and social media campaigns



Tailored Social Media



Enhanced Analysis listings will receive tailored social media support to promote the product evaluation. Activities vary and can be customized but typically include:

- Dedicated Twitter ad campaign from WhatMatrix handle (dedicated budget)
- Promotional blog(s)
- LinkedIn and Twitter coverage



Pricing & Contact

Enhanced Analysis
"Gold"
All Listed Benefits

Enhanced Analysis
"Silver"
(excl. Social Media)

Enhanced Analysis
"Bronze"
(excl. Default View)

contact us for more information and pricing

*Gold and Silver are limited to max 3 vendors per comparison (first come, first served)

**Monthly pricing; min billing period: 6 months; incl.10k/mo visits guarantee

[contact](#)