Enhanced-Analysis Listings
The _effective_ way to promote your product

What
Matrix
The comparison site for IT professionals
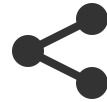
At A Glance

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

Guaranteed Visibility!

What do visitors see when they start a comparison?

Without Enhanced Analysis:

Products are randomly populated!

Your Competitor	Your Competitor	Your Competitor

✕ Visitors are unlikely to see your product (regardless of rank)
✕ Can't specify preferred edition to show

WITH Enhanced Analysis:

Your product will always be shown! ✓

	Always Your Product!	
	Set as default view	

✓ 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 **"Bronze"**
(excl. guaranteed visibility & social media)

Enhanced Analysis **"Silver"**
(excl. social media)

Enhanced Analysis **"Gold"**
All Benefits

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