

NEW: Enhanced Listing “Starter Edition”

Make your listing work for you - for less than the cost of a banner ad!

- Your product is listed (free) on WhatMatrix – but how do you benefit?
 - Make your listing work for you
 - Get all this for less than the cost of a banner ad
- Guaranteed minimum visits and money back guarantee ---

What do you get?

Show your best side

Dedicated Vendor Page

- Complement your listing with our dedicated information page
- Showcase your product videos, favourite assets, trials and downloads

Your logo will be featured on our home page (linked to your vendor page)

Make it easy for prospects to engage with you

Lead generation, price quotes and managed contact

- Collect leads with our built-in subscription form for lead generation
- Enable multiple engagement points: user reviews, price quotes, direct contact

Avoid competitive influence

“Secret Link” to comparison, direct link to your vendor page

- Share your “Secret Link” – a URL that always shows your product in the comparison!
- Share your dedicated vendor page with the “compare me now” button

[Request more information here](#)

Our Guarantee: Minimum number of site visits: 10 000,
Minimum engagements on your vendor page / mo: 50
Money back guarantee

At A Glance

Enhanced listings enable vendors to take advantage and manage their listing on WhatMatrix.

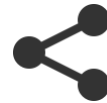
They are the perfect companion for any free product listing, whether you are launching a new product, want to increase awareness for an existing one or want to promote your leadership in a category. Avoid the competition with unique marketing assets for your campaigns, amplify visibility for your product on WhatMatrix and let us promote your product.



Maximize
Product Visibility



Unlock
Marketing Assets



Tailored
Social Media

**Guaranteed
Visibility!
Maximum Impact!**

Guaranteed Visibility (premium)

What do visitors see when they open a comparison?



Without Enhanced Analysis:
Products are **randomly** populated!

Competitor	Competitor	Competitor
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- × 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!	
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	Your product will always be pre- selected for comparison	

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



Dedicated Vendor Page



Enabling 'Enhanced Analysis' for your listing activates a range of marketing assets for your campaigns. Showcase your product assets, point visitors to additional product information and generate leads.



Visibility for your product and assets!

[see live example](#)

- Showcase your product with additional content on your dedicated page
- Promote product downloads, trials and other assets
- "Compare Now" to open comparison with your product in view



Lead Generation & Contact

- Enable quote-requests and contact for product information
- Collect subscriptions – host subscription downloads on our website



Avoid the competition!

- Get a dedicated URL for your portfolio card, point your prospects to it and include it in campaigns
- Get a "Secret Link" that opens the comparison with YOUR product preloaded



Tailored Social Media



Enhanced Analysis listings can be promoted with tailored social media from WhatMatrix. Activities vary and can be customized but typically include:

- Dedicated Twitter ad campaign from WhatMatrix handle (dedicated budget)
- Promotional blog(s)
- Linked-in updates



Pricing & Contact

	Standard Listing (free)	Enhanced Starter (NEW)	Enhanced Premium
Guaranteed Visibility			✓
Dedicated Vendor Page		✓	✓
Social Media		Casual	Campaign
Free Listing & Updates	✓	✓	✓

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





[contact](#)

Vendor Portfolio Pages

Zerto Zerto Virtual Replication Zerto ★★★★★ (1) *Community Choice*

Overview Assets Use Cases Strengths Reviews Pricing Help

Compare Now Post Review


 Datasheet
  Vendor Contact
  Request Quote
  Download Report

Share


Overview

Zerto Virtual Replication, the industry's first hypervisor-based replication solution for VMware environments, delivers robust business continuity and disaster recovery (BC/DR) for Microsoft Hyper-V and can leverage Amazon Web Services as a target environment.

It is different from any other BC/DR technology because it has the fastest and most efficient replication combined with fully automated failover, failback and non-disruptive DR testing for production workloads. It is the foundation for any cloud, public, private or hybrid, as it is the only solution which can effectively federate these IT strategies. With Zerto Virtual Replication, customers can easily migrate production workloads across different infrastructures to increase efficiencies. Simple to install, natively multi-tenant, and intuitive to use, Zerto Virtual Replication is ideally suited for private, public and hybrid DR and long term retention for complete data protection.



Multi-functional vendor page

Manage and Enhance Your Listing  Email usage stats

Hello

This area allows you to enhance and measure the impact of your comparison listing




- ✓ Get usage statistics
- ✓ Find links to all your marketing assets in one place
- ✓ Enable optional feature (guaranteed view, lead-generation, promote your assets)

Help








Access your links and statistics

Your Usage Stats

(Last 30 Days)

-  **25072** Visits to the site
(your logo is featured on the home page)
-  **507** Visits to your comparison
(your product will be shown to EVERY visits with Guaranteed View enabled)
-  **72** View of your product portfolio card

Access Your Assets

-  Your Product Portfolio Card :  Your Portfolio Card inactive or expired
-  Your secret link :  /comparison/VMware-on-Cloud 
-  Your Community Plaque :  Your Portfolio Card inactive or expired

Access all from one place: Assets, stats, configuration