

## Build Relationships That Count

**Solata Content Manager** turns your Web site into a powerful and measurable relationship and sales tool integrated with your database-building and sales follow-up systems.

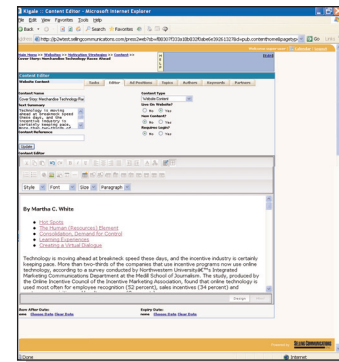
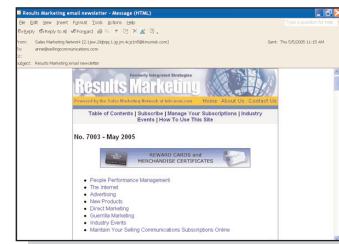
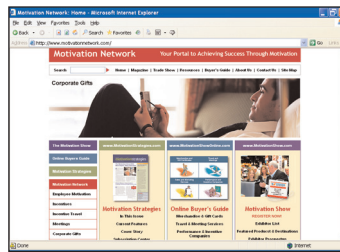
**Solata Content Manager** links every part of your Web site with your marketing and sales strategy.

- Easily track the different parts of your site on a real-time basis to see what type of information generates the most interest.
- Track the source of your Web site visits, and how many of your visitors view your online catalog or other information, make a transaction, or contact you.
- Connect product searches with sales activity to better understand customer interests.
- Easily manage and update content; set up and manage online catalogs, trade shows, or PIN-based content.
- A special edition designed for publishing companies manages almost every aspect of integrated print, online, e-mail, and events on a single platform.

### Supercharge Your Web Site

**Solata Content Manager** gives you the power of expensive content management systems without the cost.

Use standard technology to build and design your Web site or retrofit a current Web site with **Solata Content Manager** technology to take advantage of its advanced tracking, content updating, and reporting features.



Solata Content Manager

Learn more about what Solata can do for your organization. Contact Jim Kilmetis by e-mail at [jkilmetis@solatatech.com](mailto:jkilmetis@solatatech.com) or telephone at 914-591-7600, ext. 229.



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## Solata Content Manager Scenario

### Objectives

- Gauge the popularity of each part of the company's Web site, in order to develop new content tailored to actual visitor interest.
- Eliminate the need for FTP or Web developer assistance to make basic content changes.
- Integrate Web reporting with all sales and marketing systems so authorized employees can manage all processes on a single platform without technical assistance.

### Background

A marketing company wants to track the relative popularity of each article on its information-rich Web site to ascertain topics of greatest interest to clients and prospects. It also needs an easy way to add content and edit content, so it won't require technical people to make routine content updates. To avoid training issues and minimize costs, the company seeks a content solution that integrates with all of its other marketing and sales software.

### Solution

The company installed the **Solata Content Manager** to track and manage all of the content on its Web site using the same platform supporting its permission management, communications, and selling activities.

### Results

Management has a treasure trove of real-time Web site usage information correlating Web site visits with marketing and sales activities.

