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with your success as our main objective



Ceonex Case Study

Lunarpages

Produced a definitive experience for
the renowned hosting provider Lunarpages.

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on how we can help you with your next project.

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Ceonex, Inc., 189 Beaver St., Suite #204, North Adams, MA 01247

Project Overview

The highly reputable web host Lunarpages contacted Ceonex in mid-2003 with the goal of redesigning their website to increase customer conversion rates and create a strong, memorable brand.

"For Lunarpages, there was a large gap between their current site and the potential for creating an exciting and immersive brand experience for customers and prospects," said Eireann Kiley, Strategy Consultant for Ceonex. "We were particularly eager to have the opportunity to fill this gap."

After Ceonex crafted a memorable brand and professional image for Lunarpages, they reported startling results: their already large client base more than tripled in 15 months , and they noticed a consistent 15% increase in revenues every month since launch.

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Challenge

When Lunarpages contacted Ceonex in 2003 for a redesign of their website, they were already a highly successful and reputable hosting company with 20,000 members. They found, however, that their prospects were not converting to customers upon visiting the Lunarpages website, but only when reading glowing testimonials on sites that reviewed hosting companies.

Brand Inconsistency



Lunarpages' previous home page

The core issue with Lunarpages' existing site was inattention to the creation and reinforcement of a fundamental brand message. Visitors to their home page received no cues to orient themselves within the Lunarpages brand, the company's identity or value proposition.

Beginning with the weak logo, then moving through the inappropriate stock imagery and shallow content, a prospect's journey through Lunarpages' space was a limited one. Ceonex's challenge here was to convey the strength of Lunarpages' service offerings and create a complete experience for site visitors to immerse them in the Lunarpages brand.

Professional Image



Inappropriate images and limited content contributed to an unprofessional image

Given Lunarpages' extensive reputation as a web host of high regard, their old site failed miserably to communicate their professional image. The depth of their experience and professionalism was contrasted strongly with the shallowness of the site on multiple levels.

Bringing a professional image to the site would not only raise Lunarpages' esteem in the eyes of potential prospects, but also reinforce their value to existing customers. The creation of a congruent visual impression would then not only increase conversion rates but also retention rates.

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Solution

Ceonex's primary mission was to create a definitive brand identity to bring distinction and value to Lunarpages' offerings. Their original site was not at all tied to their name - yet the name Lunarpages could be levered into a strong brand with tremendous positive connotations.

A successful brand identity has the following attributes:

- Communicates core company values
A brand should not only communicate "what we do" but also "who we are." A company's core values differentiate their products or services from those of their competitors, and also drive the quality of their offerings.
- Conveys a unique and engaging corporate personality
A company brand that reaches out and engages its prospects and customers will benefit from a more receptive audience. A fitting and unique personality will heighten brand recognition, thereby increasing the effectiveness of marketing campaigns.
- Establishes trust
Trust is a fragile commodity that must be earned over time. A strong brand lays the foundation of trust by communicating the significance a company places in its core identity, mission and values.
- Builds loyalty
Immersing customers in a strong brand identity increases recognition, creates trust and builds loyalty. A consistent brand reinforces a consistent choice by the consumer.
- Is relevant to the target audience
A company that is truly interested in its customers conveys this through a brand that is based on a solid understanding of their core target audience: their culture, preferences, demographics and needs.

To achieve these goals, Ceonex developed a powerful core theme for Lunarpages, then presented it through effective use of imagery, logo, colors and layout – placing the customer at the center of a fully branded lunar environment.

The sum effect of the site conveys the unique values that build the Lunarpages brand, making a strong and positive impression on the visitor. This impression helps to establish the foundation of trust and entices the user to explore deeper into the site. It is through this trust and enticement that a fuller relationship can be built between company and prospect – one that can develop into a conversion from prospect to customer.

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Results

The creation of a definitive brand and professional image has resulted in significant business benefits for Lunarpages. An impressive leap in their customer base was matched by considerable revenue gains and even a decrease in customer turnover.

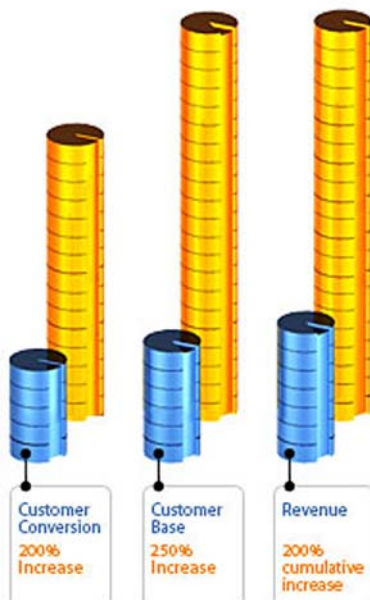
Our results included:

- Tremendous cumulative growth results including doubled customer conversion rates
- Accelerated growth pattern including 15% revenue increase each month
- 250% increase in customer base, from 20,500 to 70,000, in 15 months

Cumulative Growth



In the 15 months after launch, Lunarpages noticed phenomenal company growth. In addition to a more than tripling of their customer base, both their customer conversion rate and their overall revenue tripled.



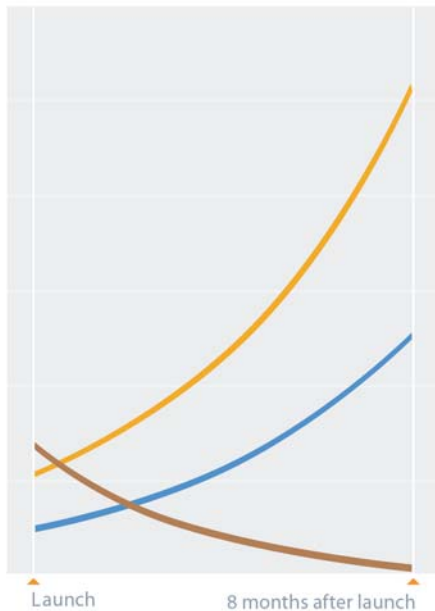
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Results

Accelerated Growth

Not only have the cumulative results been outstanding, they have a greater effect over time. Increases in revenue and customer conversion have consistently been at 15% per month, thereby contributing more and more to the bottom line. Customer turnover – the number of customers that close their accounts – has also decreased by approximately 25% overall.

LUNARPAGES GROWTH ACCELERATION MATRIX



- **Revenue**
Average 15% increase monthly
- **Customer Conversion**
Average 15% increase monthly
- **Customer Turnover**
25% overall decrease

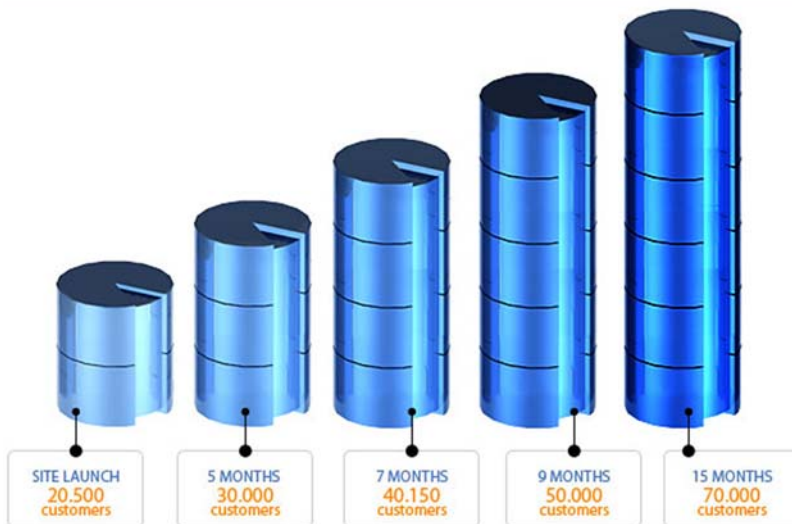
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Results

Customer Base

Since the launch of their new site, Lunarpages' already large customer base has more than tripled! Five months after rebranding, Lunarpages reported a total of 30,000 customers - and only two months later, they officially confirmed a customer base of fully 40,000. Fifteen months after launch, Lunarpages reporting having 70,000 active accounts.

250% INCREASE IN CUSTOMER BASE



Lunarpages found their project with Ceonex generated very concrete results. "Ceonex not only made us a professional website that looks good," said Maximilliam Anderson, CTO and Vice President of Lunarpages, "they increased our revenue by more than 15% per month on a consistent and ongoing basis

The Ceonex team has been very excited to hear of the phenomenal business growth reported by Lunarpages, and looks forward to hearing even more positive results. "A highly successful project like this one is tremendously inspirational to us," said Theodore Agranat, CEO.

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About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients to create and implement full-service digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Ceonex produces highly scalable business solutions and online user experiences.

Enabling businesses to heighten brand awareness, Ceonex strengthens customers' competitive advantage and provides them with opportunities to increase revenues and enhance productivity.

Recent Projects

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Contact Ceonex

Headquarters

Address: 189 Beaver Street, Suite 204, North Adams, MA 01247
eMail: inquiry@ceonex.com
Phone: 00 1 413 663 9798
Website: www.Ceonex.com

Client Quote

"...outstanding design work and timely implementation... a fabulous website that accurately captures both our mission and spirit..."

W. Michael Draper, CTO,
NetworkWorld, Inc.