Lead Generation Tool from CEONEX Provides Marketing Boost for Publishers; Leadix Increases Revenue Opportunities, Manages Traffic

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NORTH ADAMS, Mass.--(BUSINESS WIRE)-- Oct. 18, 2004--CEONEX, provider of interactive solutions and Internet development services, today announced Leadix, a readymade solution for publishers to leverage the leads generated by their online presence. The new platform also provides Ceonex' renowned advanced usability analysis and recommendations on improvements for lead generation, conversion, and retention.

An ideal solution for publishers, agencies and marketers who want to get the most out of media campaigns, new product launches and existing websites, Leadix addresses all of the technical, marketing and operational requirements necessary to successfully manage and sustain a web-based marketing program. Additionally, it supports a multi-tier distribution model so companies can sell services to their customers, who in turn can take advantage of Leadix's fully configurable integrated platform to sell their own products to their end-users.

By adding Leadix to their advertising solutions, publishers easily increase revenue opportunities while providing more successful campaigns to their advertisers. Publishers can leverage their traffic and supplement their editorial with valuable content that engages visitors and provides real results for loyal advertisers.

"Well-known NetworkWorld customers such as Oracle and Check Point Software Technologies value the ability to drive the over 800,000 monthly network IT managers who visit NWFusion.com to a Dimension microsite," said Kevin Normandeau, VP Online for NetworkWorld. "These sites are embedded into NWFusion.com, where marketers can deliver their IT solution alongside the highly respected NetworkWorld editorial. Through our partnership with Ceonex and their Leadix technology, we are better able to help our customers turn their marketing challenges into opportunities."

Theodore Agranat, founder and CEO of Ceonex, said, "For the first time, online marketers can not only measure user activity and performance levels tied directly to their dedicated message, but they can update content daily, guaranteeing that their companies' latest business objectives are in front of their best online prospects and customers consistently. NetworkWorld exemplifies the kind of success that is possible by applying Leadix, and we are proud to be part of that success."

In addition to NetworkWorld, several other business and trade publications have adopted Leadix to grow their own business and that of their clients, including Computerworld, CXO Media, Fortune, and InfoWorld. Clients also span a wide range of businesses, and include Hewlett-Packard, DuPont, RadioShack, and Lucent Technologies.

The underlying Leadix tracking engine provides detailed information, including an overview of traffic, popularity of incoming text links, banners, emails and other entry points, as well as detailed and continuously accumulating information about individual visitors who fill out lead forms. Publishers of these dedicated landing pages benefit from substantial revenue, satisfied and engaged readers/subscribers, and successful campaigns for advertisers.

Leadix comprises four principal elements or Centers: Site, Resource, Ad, and Usability. The core of the product is SiteCenter, also known as a microsite, which allows companies to seamlessly embed advertising sites of any size into an existing framework. It is a powerful solution for any company looking to enhance existing sites, launch new sites or integrate advertiser content in a highly interactive fashion into their content portal. Online users are able to access a company's detailed product and services message without being redirected away from the online content they are currently engaged in.

ResourceCenters allow companies to cost-effectively create a real-time, customized marketing message targeted to their best, potential customers. AdCenter provides fully trackable "mini ad unit" traffic drivers for standalone or integrated SiteCenter and ResourceCenter deployment.

UsabilityCenter brings Ceonex' business acumen into play, analyzing all aspects of user interaction with their online initiatives. Using Ceonex' own analytical services and studies created on behalf of an advertiser, Leadix can then make realtime adjustments to the site, resulting in greatly improved user experience. Users find information more easily and spend more productive time on the site interacting with the company and its products.

Publishers offer Leadix as a service to their advertisers, at prices typically starting around $5,000/month, depending on various options that are available.

About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients 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.

Ceonex has worked on projects for national and international firms. Besides publishers, customers include Bayer Pharmaceuticals, Berkshire Life, Intel, KPMG, Procter and Gamble, RadioShack, Xerox and many more. The company has offices in the US, Pacific Rim and Europe, and can be reached at 413-663-9798, and www.Ceonex.com.