

Back-Up CDs

How to Grow Your Net Revenue Per Customer

Matt Chambers
Account Development Manager

Increase Cart Revenue

- Easiest way to increase cart revenue
- Attach rates from 7% to 40% (opt-in vs. opt-out)

Cross Promote Your Other Products

- Market additional products and trials to your customer base
- Add coupon codes, product information, and personalized messaging
- Use dynamic customer messaging strategies

Improve Customer Satisfaction

- Email communications
- Client branded Customer Service portal
- Display the customer's license keys to decrease customer service inquiries and increase customer satisfaction

One-off DVD and CD Production and Fulfillment

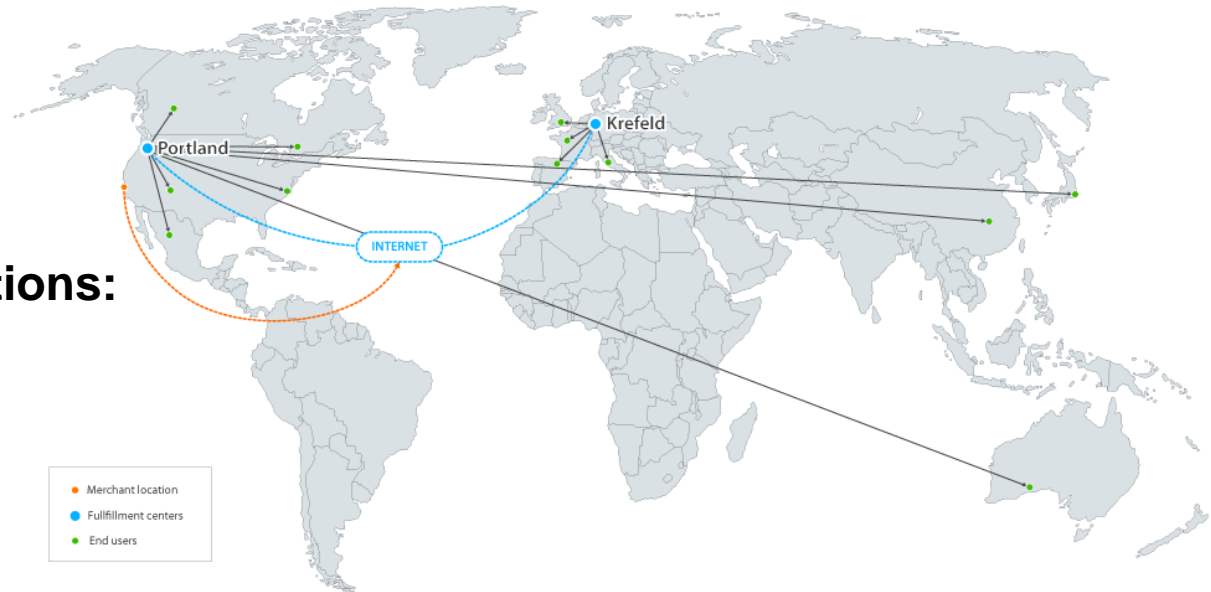
- 1 copy or 10,000 copies of the same thing – no problem
- Advanced inventory tracking and routing
- Combine multiple titles onto a single CD or DVD

Simplify Your Supply Chain

- No inventory investment or planning
- No warehousing
- No waste
- No setup charges

Fulfillment Center Locations:

- Portland, Oregon
- Krefeld, Germany



- **Orders ship same or next business day**
 - Direct-to-consumer or ship to retail and distribution locations
- **Hours of operation: 24 hours a day, 6 days a week**
- **Highly scalable systems and infrastructure**
- **Current capacity of 30,000 CDs and DVDs / day**

Example of a CustomCD

2-sided color mailer

CompanyLogo Software
PO Box 83209
Portland OR 97283 USA

Your CD order enclosed

Bonus Offer! Save **\$7.95** on your next purchase!
Insert CD for details

+ Free Trial Products Inside

John Smith
Company Co.
24001 Junction Drive
Suite 2005
California City, CA 94365-3423
UNITED STATES

prepared by CustomCD.us

CompanyLogo Software

DiskDefrag CompanyLogo DiskDefrag eliminates defragmentation problems in real time without slowing down your computer. Use CompanyLogo DiskDefrag to improve your System Performance by 50%. Try Free Scan Now!

Firewall CompanyLogo Firewall enforces security policies on your computer, prevents viruses, spyware, phishing, spam, and hackers before they corrupt your data.

+ Free Trial Products Inside

Bonus Offer! **Your CD order enclosed**
Save **\$7.95** on your next purchase!
Insert CD for details

Purchased products:

CompanyLogo AntiVirus
ABCD-1234-EFGH-5678

CompanyLogo Spyware Killer
ABCD-1234-EFGH-5679

+ Free Trial Products Inside

John Smith
Company Co.
24001 Junction Drive
Suite 2005
California City, CA, 94365-3423
UNITED STATES

CompanyLogo Software

order #CL-12345678
May 3, 2007 12:46 PM
prepared by CustomCD.us


Bonus Offer! Save **\$7.95** on your next purchase!
Insert CD for details

For more products, visit: <http://www.companylogosoftware.com> For support, visit: <http://www.companylogosoftware.com/support>

Custom Installation Menu

CompanyLogo
Software


Purchased Products



CompanyLogo AntiVirus

Serial Number:
ABCD-1234-EFGH-5678

[Install now](#)




CompanyLogo Spyware Killer

Serial Number:
ABCD-1234-EFGH-5679

[Install now](#)

Trial Products


BONUS OFFER! Save \$7.95 on your next purchase from www.companylogosoftware.com
Use Coupon Code: CD1234



CompanyLogo DiskDefrag

CompanyLogo DiskDefrag eliminates defragmentation problems in real time without slowing down your computer. Use CompanyLogo DiskDefrag to improve your System Performance by 50%. Try Free Scan Now!

[Buy now](#)
[Try now](#)



CompanyLogo Firewall

CompanyLogo Firewall enforces security policies on your computer, prevents viruses, spyware, phishing, spam, and hackers before they corrupt your data.

[Buy now](#)
[Try now](#)

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Proven Method with Download Software and Game Merchants

Consumers will buy backup CDs if “sold” in the shopping cart

Opt-in →

Amount	Product	Price	Delete
<input type="text" value="1"/>	CompanyLogo AntiVirus Easy to use antivirus software for home or business.	\$19.95	
<input type="text" value="1"/>	CompanyLogo Spyware Killer The latest tool that protects your privacy and detects spyware, adware, hijackers and other malicious software.	\$19.95	
<input type="text" value="0"/>	CustomCD (backup CD) To include every product in your order	\$7.95	

Total: \$39.90

7% to 10%
attach rate

Opt-out →

Amount	Product	Price	Delete
<input type="text" value="1"/>	CompanyLogo AntiVirus Easy to use antivirus software for home or business.	\$19.95	
<input type="text" value="1"/>	CompanyLogo Spyware Killer The latest tool that protects your privacy and detects spyware, adware, hijackers and other malicious software.	\$19.95	
<input type="text" value="1"/>	CustomCD (backup CD) To include every product in your order	\$7.95	

Total: \$47.85

25% to 40%
attach rate

Leading Download Software Publishers Using opt-out Merchandising

- Avanquest
- AVG
- CA
- Corel
- H&R Block
- Kaspersky
- McAfee
- Microsoft
- ScanSoft, Inc. (Nuance)
- Symantec
- Webroot
- ZoneAlarm

Use opt-out promotion

- ❑ Consumers will buy backup CDs if “sold” in the shopping cart
 - ❑ Opt-out attach rate - 25% to 40%
 - ❑ Opt-in attach rate - 7% to 10%

Emphasize Backup CDs over Download Insurance

- ❑ Backup CDs command higher attach rates and pricing than download insurance. Consumers better understand and value CDs.
- ❑ Backup CDs provide residual marketing value
- ❑ Not mutually exclusive. Many consumers will buy both the backup CD and download insurance.

Offer DVDs as well as CDs

Best Practices

Cross Selling & Marketing

Each Backup CD is a Free Promotional Opportunity

- Lost opportunity – don't just send an ugly "utility" CD that the consumer will file away

Coupon Codes and Special Offers

- Increase consumer loyalty by making it convenient for them to try out trial software or games and special offers
- Motivate the consumer to install the backup CD with coupon codes and/or free prizes, otherwise the sales and marketing opportunity may be lost

Dynamic Personalization to Individual Customer

- Vary marketing offers to each individual customer based on purchased products
- Customize packaging to draw attention to individual customers

Best Practices

Cross Selling & Marketing (continued)

Installation Menu & Targeted Promotional Content

- Personalized HTML page (auto run)
- Display purchased products w/ installation codes
- Trials on the CD of other software – this is the big one and works great for our partners
- Coupon Codes – Consumer pays \$7.95 for the CD and gets \$7.95 off their next purchase
- Third Party Offers
- 1:1 Marketing: Leverage on-demand capabilities to personalize and target your offers
- Link the Installation Menu back to your affiliate's shopping cart
- Embed consumer data to pre-populate shopping cart

Branded mailers and CDs increase brand awareness

CustomCD Offers

- ❑ Ability to provide download customers with personalized CDs or DVDs
- ❑ Higher average transaction size for download orders
- ❑ Better customer satisfaction and fewer support calls
- ❑ Cost-effective physical fulfillment for slower selling catalog titles
- ❑ Potential cost savings by consolidating multi-title purchases onto fewer CDs or DVDs
- ❑ Opportunity for 1:1 marketing of cross-sells and sponsored promotions on the same backup CD or DVD

Thank You!

APPENDIX

Consumer Experience Flow Chart

1 Download shopping cart

Your Shopping Cart			
Amount	Product	Price	Delete
1	CompanyLogo AntiVirus Easy to use antivirus software for home or business.	\$19.95	X
1	CompanyLogo Spyware Killer The latest tool that protects your privacy and detects spyware, adware, hijackers and other malicious software.	\$19.95	X
1	CustomCD (backup CD) To include every product in your order	\$7.95	X
		Total: \$47.85	



4 Customer buys software promoted in the installation menu. Promotion codes and customer details can be inserted into your shopping cart.

2b Customer receives backup CD in 1-5 days



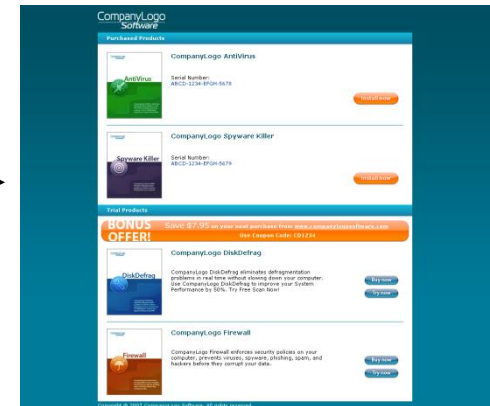
2a



Customer purchases download product and installs it



3b



Customer installs CD and views installation menu showing purchased products, trial software and special offers

3a



Customer stores CD for safe keeping

Complete Solutions

Made possible by 44-person technical team



Order Confirmation Email Sent Upon Shipping Order

From:

CompanyLogo Software
P.O. Box 832095
Portland, OR 97283

CompanyLogo
Software

Dear John Smith,

The CD(s) you ordered from CompanyLogo Software containing:

- CompanyLogo Anti Virus
- CompanyLogo Spyware Killer

were shipped to you on February 3, 2008 to the following address:

John Smith
Company Co.
24001 Junction Drive
Suite 2005
California City, CA 94365-3423
UNITED STATES

The CD(s) you ordered were shipped to you by US Postal Service First Class Mail and should have arrived by February 10, 2008.



Thank you for your order,
CompanyLogo Software Customer Support

Order CL-12345678 Order Date: February 3, 2008 Shipping Date: February 3, 2008

Delivery Confirmation Email Sent Upon Expected Delivery Date

From:
CompanyLogo Software
P.O. Box 832095
Portland, OR 97283

**CompanyLogo
Software**

Dear John Smith,

The CD(s) you ordered from CompanyLogo Software containing:

- CompanyLogo Anti Virus
- CompanyLogo Spyware Killer

were shipped to you on February 3, 2008 to the following address:

**John Smith
Company Co.
24001 Junction Drive
Suite 2005
California City, CA 94365-3423
UNITED STATES**

We believe you should have received the CD(s) by now.

If you have not received the CD(s), or if they have arrived damaged, we can resend them to you one more time. Please click on the following link to either confirm your address, correct any mistakes, or provide us with a different address to ship the CD(s) to and we will resend them within 2 business days:

<http://dev.customcd.us/CustomAddress.aspx?id=VCVPEPWUUVXTE8>

The CD(s) you ordered were shipped to you by US Postal Service First Class Mail and should have arrived by February 10, 2008.

Purchased products:

CompanyLogo AntiVirus
ABCD-1234-EFGH-5678

CompanyLogo Spyware Killer
ABCD-1234-EFGH-5679

+ Free Trial Products Inside

John Smith
Company Co.
24001 Junction Drive
Suite 2005
California City, CA 94365-3423
UNITED STATES

**CompanyLogo
Software**

Order #CL-12345678
5/3/2008
prepared by CustomCD

Bonus Offer!
Save **\$9.95**
on your next
purchase!
Insert CD for details.

For more products, visit <http://www.companylogosoftware.com>. For support, visit <http://www.companylogosoftware.com/support>.

Thank you for your order,
CompanyLogo Software Customer Support

Order CL-12345678 Order Date: February 3, 2008 Shipping Date: February 3, 2008

Order History Page

CompanyLogo Software **CUSTOMER**

[Home](#) [Statistics](#) [Logoff](#)

CompanyLogo Software Customer Support Members Area

Search for an order

OrderID :

Last Name:

Zip:

Email:

[Search](#) [New Search](#)

Order details

Order History:
2/3/2008 3:17:50 PM order was received. 2/3/2008 5:16:45 PM order was burned. 2/4/2009 12:02:32 PM order was shipped.

This order has been shipped from Portland, OR, United States.

Shipping address:
Jane Smith
24001 Junction Drive
California City, CA 94365-3423
UNITED STATES

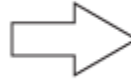
[Modify Address](#)

This order has been shipped 45 days ago.

[Reship >>](#) [Refund](#)

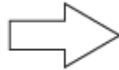
Address Standardization and Validation

John Smith
8302 N.E. 82nd Ave.
Portland, OR 97220

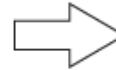


John Smith
8302 NE 82ND AVE
PORTLAND, OR 97220-5039

John Smith
213CamdenSt
Portland, OR OR97220



John Smith
213 Camden St
Portland, OR 97220



John Smith
213 CAMDEN ST
PORTLAND, OR 97220-5039

From:

CompanyLogo Software
P.O. Box 832095
Portland, OR 97283

CompanyLogo
Software

Dear John Smith,

Unfortunately, we cannot ship your order because the provided address is not correct.

The CD(s) you ordered from CompanyLogo Software cannot be delivered to the following address:

Company Co.
24001 Junction Drive
Suite 2005
California City, CA 94365-3423
UNITED STATES

Please click on the following link to either confirm your address, correct any mistakes, or provide us with a different address to ship the CD(s) to and we will resend them within 2 business days:

<http://dev.customcd.us/CustomerAddress.aspx?id=VCVPEPWIUVEXTES>

We'd really like to get your CD(s) to you!

Thank you for your order,
CompanyLogo Software

Order AB-12345678 Order Date: February 26, 2008 12:46 PM Shipping Date: February 26, 2008 14:46 PM

Order Returned by USPS Email

From:

CompanyLogo Software
P.O. Box 832095
Portland, OR 97283

CompanyLogo
Software

Dear John Smith,

The CD(s) you ordered were returned back to us by the Post Office because of an incomplete or incorrect address.

The CD(s) you ordered from CompanyLogo Software cannot be delivered to the following address:

**Company Co.
24001 Junction Drive
Suite 2005
California City, CA 94365-3423
UNITED STATES**

Please click on the following link to either confirm your address, correct any mistakes, or provide us with a different address to ship the CD(s) to and we will resend them within 2 business days:


<http://dev.customcd.us/CustomAddress.aspx?id=VCVPEPWIUVEXTES>

We'd really like to get your CD(s) to you!

Thank you for your order,
CompanyLogo Software

Order AB-12345678 Order Date: February 26, 2008 12:46 PM Shipping Date: February 26, 2008 14:46 PM

Customer self-service page



There may be a problem with the address listed below and the postal service returned your CD/DVD to us. Please update or confirm the address below and we will re-ship your CD/DVD. We would really like to send your CD/DVD to you.

***Fields must be completed**

Order ID **CL-12345678**

*First Name

*Last Name

Company Name

*Address

*City

State/Province

*Zip/Postal Code

*Country

Phone

Fax

*E-Mail

Update and Re-Ship Address is Correct – Re-Ship Close

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Examples of Opt-out Merchandising

Microsoft Office Online




Country: United States

Cart Sign In Billing Confirm Thank You

Currency: USD

Shopping Cart

Print This Page

Product	Qty	Price	Remove
 Microsoft® Office Home and Student 2007 Full License - English	<input type="text" value="1"/> update	\$149.95	
Optional: License Lock Box: Digital back-up service and license key	1	\$14.99	

For California, Massachusetts, Minnesota, Tennessee, and Washington state residents, applicable sales tax will be applied.

Sub Total: \$164.94

[Continue >](#)



Current cart as of July 7, 2009



Global Sites | About McAfee | Contact Us | Search

Home & Home Office | Small & Medium Business | Enterprise | Partners



Products | Virus Information | Security Advice | Support | Downloads

My Account | | Log In

My Shopping Cart

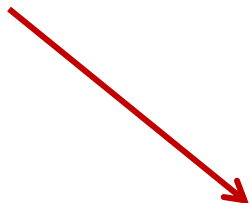
The following items have been added to your shopping cart. Applicable taxes and shipping costs will be added after you have entered your billing information. If you're satisfied with your selections and wish to continue with your order, click the **Checkout** button below. [Need help with your purchase?](#)

Live Chat

Need help?
Chat with
our sales
professional.



Qty.	Item	PCs Protected	Delivery	Price (USD)	Total (USD)	Remove
1	3-User McAfee Total Protection (1-year subscription) \$40.00 Instant Discount	3	Online Installation	79.99 - 40.00	39.99	
<input type="text" value="0"/>	Additional PCs	0		0.00	0.00	Remove
	Total PCs Protected	3			39.99	
1	Discover and Recover Emergency Reinstall CD Learn More	1	Physical Shipment	12.95	12.95	 Remove
1	McAfee Anti-Theft File Protection	1	Download	0.00	0.00	 Remove
Bonus! Free McAfee Anti-Theft (\$29.99 value) with your McAfee Total Protection purchase					bonus	
Grand Total (\$):					52.94	



Current cart as of
July 7, 2009

[Continue Shopping](#)

[Checkout](#)



KASPERSKY.RU

eStore

- › Secure Order
- › Order FAQ's
- › Customer Care Center & FAQ
- › Fax Order

Customer information | Review and submit | Finished!

Language: English | Show prices in: US Dollar

Your Cart

Product Name	Delivery	Qty.	Unit Price
Kaspersky Anti-Virus 2009 and IDVault® Bundle		1	USD 59.95
» Kaspersky Anti-Virus 2009 (1YR 1 License)	electronic	1	included
» ID Vault®	electronic	1	included
Backup CD for Kaspersky Anti-Virus [Info]	physical	1	USD 9.95

Update

Total amount: USD 69.90

30 DAY MONEY BACK GUARANTEE

VERIFIED by VISA MasterCard SecureCode

What our customers say
"I am a computer consultant with

Current cart as of July 7, 2009



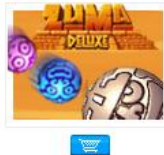
You added: Pharaoh's Secret



Buy 1 more and save 25% on games.

1 game	Full Price
2 games	25% Off All Games
3 games	35% Off All Games
4 games	45% Off All Games
5 games	50% Off All Games

Add any of these best sellers to your purchase and **SAVE BIG!**
Add another game to increase your savings to 25%!



Your Cart

CHECKOUT



Pharaoh's Secret \$19.95

REMOVE



Backup CD \$7.95

REMOVE

You'll need a back-up CD in the event of hard drive failure or should you desire to put your game on new or multiple computers. Shipping is on us!

*Total: \$27.90

CHECKOUT

25% OFF!

your purchase when you add another game to your cart!

*Discounted pricing conditional upon purchasing all games in this cart, but not conditioned on purchasing a backup CD.

Have a coupon or gift code?

Click here to enter it. The multiple game purchase pricing displayed cannot be combined with any other offers, coupons or gift codes.

Current cart as of July 7, 2009

WildTangent. ORB

Sign In My Account View Cart

HOME GAMES WILDCLUB GAME CONSOLE CONTESTS HELP

Search for a game

SHOPPING CART

Items	MSRP	Subtotal	Remove
FATE Undiscovered Realms 50 WildCoins Credit Applied	\$19.99 USD	\$0.00 USD	
Casual Pack WildClub Membership (includes 1st 50 WildCoins) 50 of 50 WildCoins to be applied towards game purchase		\$9.99 USD	
Backup Disc - CD Includes 20 WildCoins, your full version of purchased games & more!		\$8.95 USD	

Subtotal: \$18.94 USD

Do you agree to the WildCoins [Terms of Service?](#)

[Apply coupons](#) [Continue shopping](#)

The Best Games at the Lowest Prices

WildClub Benefits

- SAVE MONEY** You get the **LOWEST** prices on games.
- FLEXIBLE** **BUY** or **PLAY** games with WildCoins.
- REWARDS** Receive periodic **BONUS** WildCoins.
- SELECTION** Over **700 GAMES** (50 WildCoins or less).
- ADDITIONAL SAVINGS** Buy WildCoins anytime at **YOUR PRICE**.

PLUS All the benefits of [WildCoins!](#)

Current cart as of
July 7, 2009