

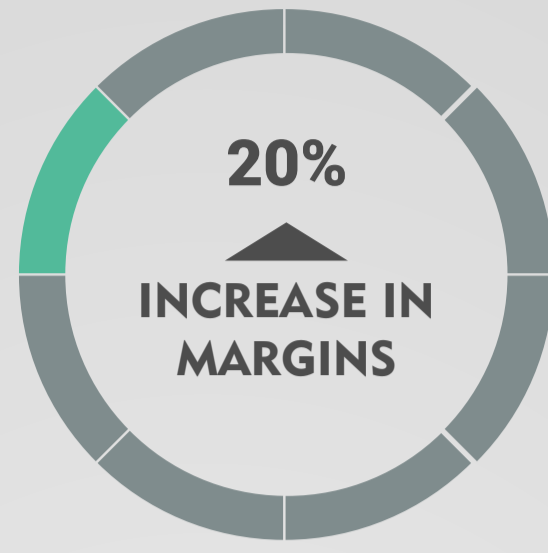


DAWN GREENFIELD IRELAND

ARTISTIC ORIGINS (www.thepuppybaby.com)

Dawn Ireland, Business Owner for AO, is an award winning technical and creative writer with over three decades of experience.

"The extent to which SMBs like Artistic Origins can tailor their online presence to meet specific consumer browsing behavior play a critical role in expanding their business."



- 1 Effective lead generation and Search Engine Optimization strategy
- 2 Improve lawyer and front office productivity integrating their back end and front office systems
- 3 Ability to find new revenue channels beyond traditional billing hours system
- 4 Online custom and intuitive practice details which is a reflection of the practice than a canned off the shelf themed template.

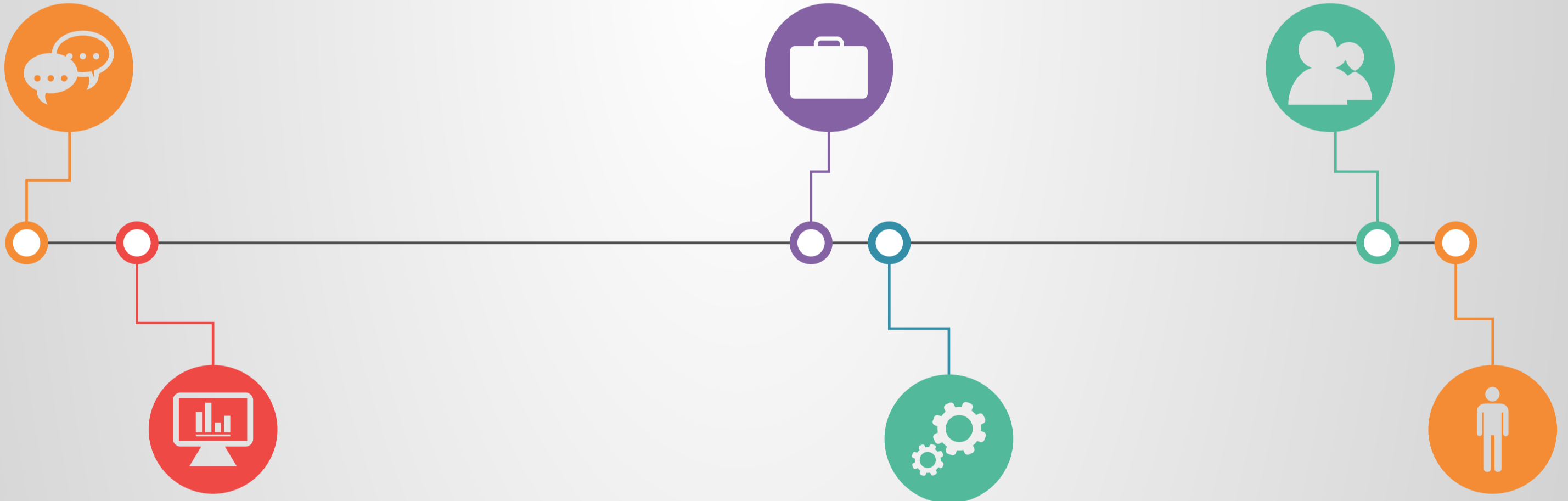
SOLUTION
Epikso built a custom all-in-one platform for our customers - leveraging the best in web industry standards.

SOLUTION HIGHLIGHTS

Capability to capture audience interaction across all channels from text, phone, email and social.

Expanded product offering to enable cross/upsell opportunities for each potential buyer.

Enabled capturing audiences across different age and earning segment.



Dashboard and Key Performance Indicators for insights into the new web platform per visit lifecycle.

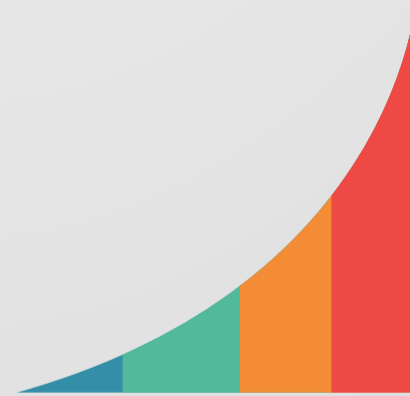
Capability to provide dynamic pricing on the key competing products.

Responsive and custom online buying experience.

BUSINESS IMPACT



Over 10,000% improvement in visits to the online platform for AO.



Increased profit margins from 20 to over 60%.



Expanded Product Selection from 5 to 45 products.



Enablement of Cross/Upselling across different products



Reduced Marketing Costs and Enhanced Customer Experience