

Turn your **TRAFFIC** into **CONVERSATIONS** with « **CLICK-TO-ACTION** » buttons











Agendize is a **one-stop-shop** for plug-n-play « **click-to-action** » tools helping any advertiser convert traffic into online and offline conversations. Agendize has over 20 click-to-action buttons to convert clicks into real actions. Our **white-label** self-serve platform enables online advertisers, interactive agencies and publishers to customize and deploy any « click-to-action » button by simply pasting a short line of code into any website, banner ad, video player, newsletter, email, social or business profile page. Agendize's SaaS platform provides fully detailed reporting on all actions taken.

How it works:

1 Select your button type
to engage your visitors

2 Customize and paste
your code on websites,
display ads, and much more

3 Track detailed analytics
with custom reports, e-mail
alerts + more!

 Schedule an Appointment	Enable users to schedule an appointment 24/7
 Call for Free	Let users call you for free
 Chat	Let users generate a chat session
 Send by SMS	Send any information to your users by SMS
 Save to Address Book	Save your contact details in users' address books
 Save to Calendar	Save your event to users' calendars
 Save to GPS	Help users drive to your business
 Save to PDF	Save any information to user's desktop
 Comment & Rate	Let users post a comment & rate your content
 Share	Spread your content on social networks

DEPLOY « CLICK-TO-ACTION » BUTTONS ON

WEBSITES

A screenshot of a website for 'Cerac Technology' with a 'Schedule An Appointment' button. A callout box shows the phone number '345-001-6789' and a 'Send by SMS' button. Arrows point to a 'Click to Call' form and a 'Send by SMS' form.

Click to Call Form:

Address Book Desktop GPS Social Network SMS Email **Click to Call**

Click to Call

To have us call you, please enter your phone number.

Your number:

Call us:

Send by SMS Form:

Address Book Desktop GPS Social Network SMS Email **Click to Call**

Send by SMS

Mobile parameters:

Mobile phone number:

Additional message:

Max length: 160 characters

MOBILE APPLICATIONS

A screenshot of a mobile application for 'Myfavoritehairdresser.com'. A 'Schedule an Appointment' button is shown. An arrow points to a service selection screen.

Select a Service

Color (60 minutes)

Select a Staff Member

Simona

Select a Date and Time

Wed, September 15, 2010

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

						9:00 AM	1:00 PM
						10:00 AM	2:00 PM
						11:00 AM	3:00 PM
						12:00 PM	4:00 PM
							5:00 PM
							6:00 PM

DISPLAY ADS

A display advertisement for 'APEX PLUMBING' with the text 'We Are Experts At Repairing Old Plumbing' and phone number '773-477-7714'. An arrow points to a 'Click to Call' form.

Click to Call Form:

Address Book Desktop GPS Social Network SMS Email **Click to Call**

Click to Call

To have us call you, please enter your phone number.

Your number:

Call us:

EMAILS

An email invitation for 'Agendize' with the text 'YOU'RE INVITED' and 'SAVE THE DATE!'. An arrow points to a calendar screenshot.

Calendar Screenshot:

13 - 17 September 2010

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		13	14	15	16	17

VIDEOS

A video player interface with a 'Send By Mobile Text Message' button. An arrow points to a 'Send By Mobile Text Message' form.

Send By Mobile Text Message Form:

Country:

Phone number:

Additional message:

BUSINESS PROFILE PAGES

A business profile page for 'Westmount Florist Ltd' with a 'SHARE' button. An arrow points to a 'Send this business info to:' form.

Send this business info to:

Facebook Yellow Pages™ Address Book Email Mobile

Twitter Outlook

Print Outlook Express

Max OSX Address Book PDF

SHARE your success with your customers through FULLY INTEGRATED white-label REPORTING...

YOUR LOGO Welcome, Patrick | Your account | Sign out

Home

Applications +

Analytics -

- All Buttons
- Campaign Reports
- Custom Reports
- New Custom Report

All Buttons Time Period: This month

Email this Report | Customize Report | Export this Report

Engagement Summary All 98 Buttons (Jul 30, 2010 - Aug 29, 2010)

This Month...

- 508 total appointments scheduled
- 508 total calls
- 480 total chats
- 600 total saves / shares
- 50 total comments / ratings

Total Engagements

2146

+2.1% from last month

All Time... 16823 engagements

- 600 total appointments scheduled
- 4308 total calls
- 699 total chats
- 11074 total saves / shares
- 142 total comments / ratings

Total Engagement

Engagement By Feature All 98 Buttons (Jul 30, 2010 - Aug 29, 2010)

Media | Personal Information Managers | IM Clients | Online Services | GPS | File Formats

Number of Engagements	
Appointment	508
Phone call	508
Chat	480
Address Book / Calendar	250
SMS	80
Online	80
Click to email	90
Comment / Rating	50
Printer	45
SMS Premium	15
Instant messaging	10
My selection	10
Desktop	10
GPS	10
TOTAL	2146

Average Call Duration 12 Click to Call buttons (Jul 30, 2010 - Aug 29, 2010)

Average Call Duration: **3 minutes 42 seconds**

Total Duration: **27 hours 0 minute 36 seconds**

Calls Attempted: **508** | Calls Answered: **438**

Conversion by Campaign 41 buttons associated with campaigns (Jul 30, 2010 - Aug 29, 2010)

Campaign	Change	Engagements
Master Campaign (2)	+12%	702 engagements
Old Campaign (1)	-14%	300 engagements
Client Buttons (4)	+12%	644 engagements
Facebook Campaign (3)	-1%	300 engagements
Old Campaign 2 (2)	0%	200 engagements

Customize your Analytics to fit your brand

Detailed analysis of actions to better measure ROI

A single source of reporting for your campaigns

Export and share your reports in PDF, Excel and XML

« PAY-PER-ACTION » PRICING

- **Pay only for results**
You're charged only if someone takes an action, not when your button is deployed.
- **Set your budget**
No set up fee - No minimum spending requirement.
- **Stop at any time**
No minimum contract duration.

	Price per action*
Schedule an Appointment	\$1.50
Call for Free <small>US & Canada only. Up to 3 min +0.08\$/additional minute. For International calls, contact us.</small>	\$1.00
Chat	\$0.50
Send by SMS	\$0.25
Save to Address Book	\$0.25
Save to Calendar	\$0.25
Save to GPS	\$0.25
Save to PDF	\$0.25
Comment & Rate	\$0.25
Share	\$0.00

*All prices are in US dollars

WHY AGENDIZE

- **A One-Stop « Click-to-Action » Shop:** A 3 step process to quickly create & customize buttons in minutes for a website, display ad, mobile application, email, or video and analyze it in real time.
- **Tailored:** Supports branding efforts by allowing custom button wording and design. No hidden advertising model within technology.
- **Unified Analytics:** Our white-label dashboard provides detailed reporting on engagement actions, with the possibility of linking to keywords and website data to better measure ROI and understand which keywords generate real actions.
- **Pay-Per-Action Pricing:** You're charged only if someone takes an action, not when your button is deployed. No set up fees. No minimum spending requirement.

Choose Your Tool
Go to **Agendize.com**

