

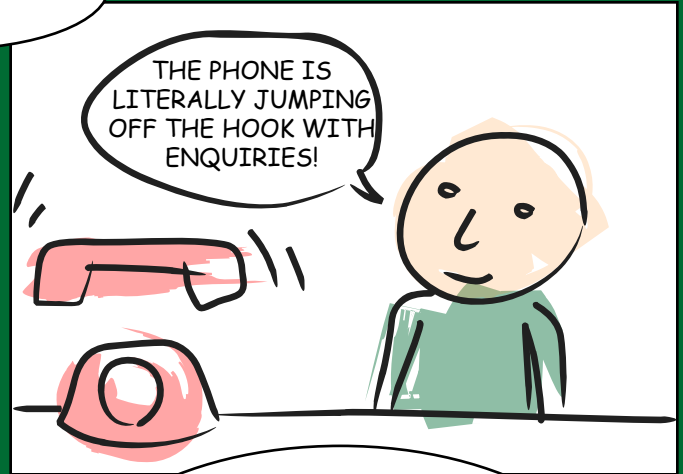
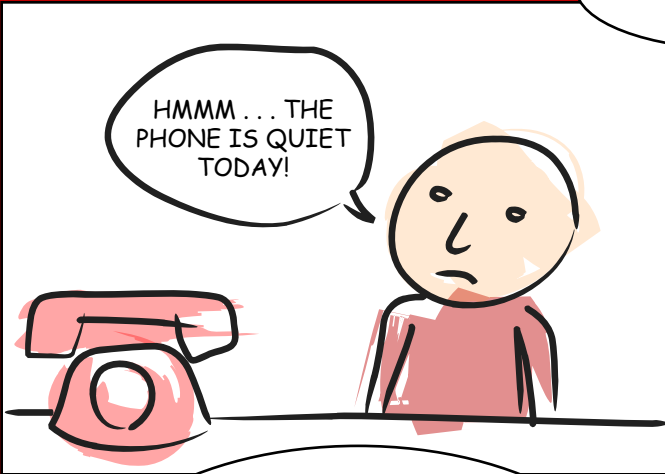
STAYS THE SAME

ADVERTISING DECISION DAY

TRIES NEW IDEAS

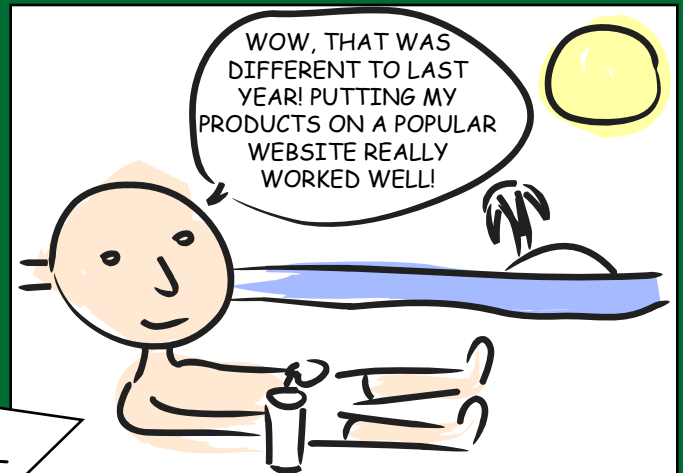
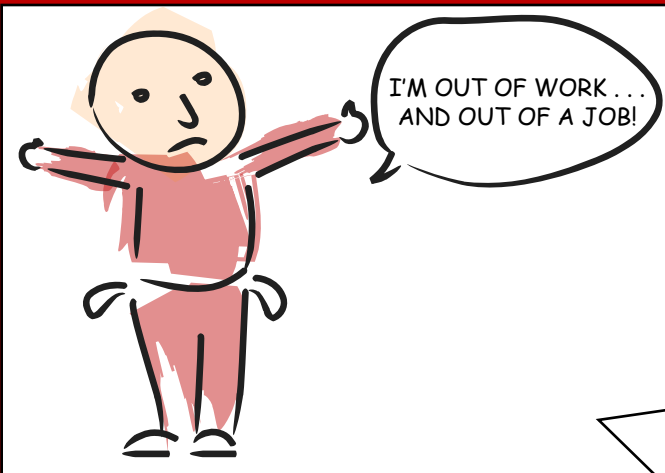


A FEW WEEKS LATER



- WHY?**
- SAME ADVERTS
  - SAME RESULT
  - NO ROI
  - NO NEW CUSTOMERS

- WHY?**
- OWN BRANDED MINI SITE
  - SEEN BY 120K ENGINEERS
  - FREE PUBLISHING
  - MORE NEW CUSTOMERS



THE RESULT