

SYMANTEC SUCCESS STORY



Symantec is the global leader in cyber security, with more than 11,000 employees in more than 35 countries, with \$4.1 billion revenue 2017.

Industry

Consumer and Business Software

Business

Internet Security and Threat-Management Solutions



CHALLENGE:

Frontline team did not offer live sales assistance in purchase flow for visitors who needed help. Visitors had to convert on their own.

Piloted Different Solutions:

- ✘ No Positive Results
- ✘ Not Scalable
- ✘ Resource Intensive for Symantec
- ✘ Inaccurate Incremental Revenue Calculations
- ✘ No Predictive Analytics

THE SOLUTION:

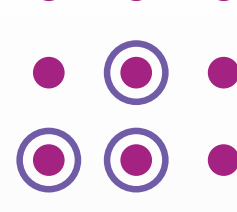


INTELLIGENT LIVE CHAT

WHY?



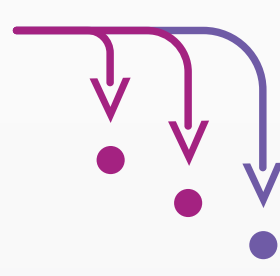
Managed Turnkey End-to-end Solution



Predictive, Sophisticated Profiling and Targeting



Personalized and Contextually Appropriate Engagement



Accurate Performance Attribution and Incremental Reporting



Highly Skilled, Dedicated Sales Resources
"This Is What Marketlinc Does, it's Their Core Expertise."



“ The turnkey solution MarketLinc presented on a revenue share model where they did all the heavy lifting was enticing. **”**

— Mike Reaka, retention marketing manager for Canada's Norton business

RESULTS:

\$1.4 M

INCREMENTAL REVENUE FOR FIRST MONTH POST PILOT

28%

HIGHER (RPV) OF IMPRESSION VISITORS VS CONTROL GROUP

\$16.7 M

INCREMENTAL REVENUE IN 2016

13%

REVENUE LIFT

“ It's been a great relationship and stresses the importance of knowing who the right customers are to talk to on your site, making sure they aren't falling out, and providing a platform to upsell and cross sell them to increase revenue per visitor and customer lifetime value. **”**

