

Oddcast Case Study McAfee

The Company

McAfee wanted to find a way to consolidate product feature and functionality data on their shop page into a few concise and easy to understand sound bytes. More importantly they hoped that by consolidating information for the ASaP Virus Scan product the close ratio and average daily sales for this small business security solution would significantly increase.



The Oddcast Solution

In addition to other changes, the technology and sales team at Oddcast (www.oddcast.com) recommended using a customized VHost™ talking character to deliver key marketing messages and product differentiators. Talking characters have been proven to deliver marketing results and drive increased sales.

McAfee agreed to test this approach and together the two teams worked to refine the marketing messages, the final script and the look and feel of the customized character. Oddcast then worked with its partner Holdcom to professionally record the voice for the talking character. Once the recorded voice was applied to the character, Oddcast helped to upload and place McAfee's new talking salesperson on www.shopmcafee.com.

The Results

Not all of the www.shopmcafee.com visitors got to see the new character. This innovative online salesperson was randomly assigned – 50% of site visitors got to experience the VHost character while the other 50% were served the same page minus the character. This provided the teams with a control group so that ROI could be easily measured.

The results speak for themselves – The average close ratio for customers that experienced the VHost character was 10 % higher than those who did not experience the character. The numbers were even more impressive when they were analyzed against past sales data. The increase in average daily sales went up by 10% during the time that the VHost character was deployed on the ASaP Virus Scan product page (from 9/29/04 – 10/11/ 04).