



# Besttoolbars CASE STUDY

## THE COMPANY

KwikLink Network is an Australia-based Web hosting provider that offers a full range of services including site design, programming, e-commerce solutions, and server management. For more information on the company, visit <http://www.kwiklink.com.au>.

## THE CHALLENGE

KwikLink needed an effective way to accomplish several goals:

- Enhance the user experience through faster, easier login capabilities
- Facilitate "word of mouth" referrals by offering custom-tailored product discounts, affiliate programs, and other promotions that were not available through their Web site
- Enable improved communication and resource sharing among its client base

## THE SOLUTION

The company turned to advanced toolbar technologies from Softomate. ToolbarStudio was selected for its ability to:

- Allow for rapid, easy, and consistent toolbar development
- Fully integrate with existing KwikLink servers, as well as client browsers using JavaScript
- Enable dynamic toolbar updates and customizations via XML

With toolbars created and deployed by ToolbarStudio, KwikLink gained the ability to instantly see when clients are logged in to their Web sites. So they can send highly targeted marketing messages and product promotions, as well as competitive news based on customer intelligence that has been gathered over time.

KwikLink customers have realized significant benefits as well. Logging into their Web sites is now faster and easier than ever before. A dynamic XML

feature allows each client to customize their toolbar to meet their own unique needs and preferences. And, instant messaging capabilities, complete with buddy lists, enable logged on users to communicate and collaborate with each other.

## THE RESULTS

The KwikLink client base has been very pleased with the solution, and has adopted the new toolbars at a much faster pace than initially expected.

***As a result, the company has been able to increase sales of in-house and affiliated products by 52 percent, and boost market share by creating new service revenue streams. They've also achieved average growth of approximately 27 percent over the past two years.***

## FIND OUT MORE

To learn more about the use of ToolbarStudio at KwikLink Network, or to find out how your organization can benefit from today's most advanced toolbar technologies, contact our knowledgeable sales professionals at 1 (877) 243-8735, or visit our Web site at [www.besttoolbars.net](http://www.besttoolbars.net).

**BESTTOOLBARS**  
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