



Besttoolbars

CASE STUDY

THE COMPANY

For more than ten years, Move, Inc. has been a leader in online real estate solutions, providing consumers with the valuable resources they need before, during, and after a move. The company's Web-based services are offered through such sites as Move.com and Realtor.com, and include decision support tools that offer in-depth information about homes for sale, new homes, apartments for rent, senior housing, and other important real-estate topics. For more information, visit www.move.com.

THE CHALLENGE

Move, Inc. wanted to increase traffic by making their services more user-friendly and beneficial. They hoped to accomplish this by sharing ideas and tips with site visitors in a more timely and effective fashion, while making it easier for them to find and access the information they needed, such as loan rates, moving rates, and other data pertaining to relocating to a new home.

THE SOLUTION

The company selected ToolbarStudio from Softomate to help them incorporate powerful toolbar technologies into their Web sites. This robust solution enables users to rapidly design and deploy unique, fully-customized toolbars to meet the widest range of needs.

ToolbarStudio is highly intuitive, and Move, Inc found the application very easy to use. Additionally, the product fit seamlessly into the company's various existing Web sites, allowing them to quickly implement the toolbars, without impacting current site designs and structures.

THE RESULTS

Since purchasing and utilizing ToolbarStudio,

Move, Inc. has been able to enhance the usability of their site and boost visitor satisfaction by improving the flow of timely and accurate information between the company and its readers. This, in turn, has significantly increased Web site traffic.

FIND OUT MORE

To learn more about the use of ToolbarStudio at Move, Inc, 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.

BESTTOOLBARS

EXTENSIBLE TOOLBAR PLATFORM FOR BUSINESSES

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