



Applian Technologies

“ We are able to use the Conduit Platform to easily build a dynamic app and get exposure to thousands of new users. Conduit's technology and revenue generation is superior to all the other platforms we've tried. ”

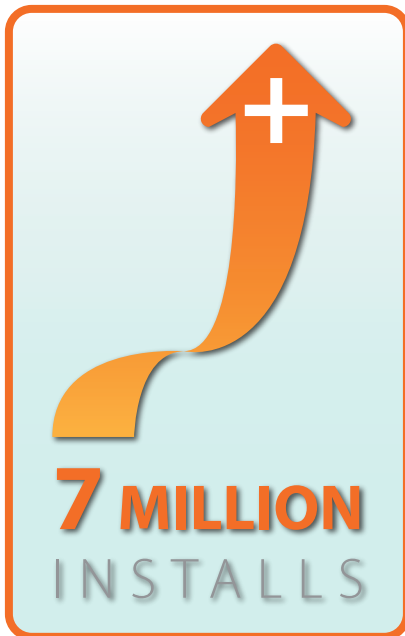
Bill Dettering, CEO,
Applian Technologies

Applian Technologies Significantly Increased Website Traffic and Revenue with Freecorder Community Toolbar and YouTube Video Downloader App

Applian Technologies, a leader in web media recording software, was looking to build on its basic strength: upsell from customers of the free product to purchase. The solution the company needed would provide a way to syndicate Applian's innovative developments in recording to new users, who could then be converted, through a direct connection to the Applian website, into a continually expanding base of repeat customers.

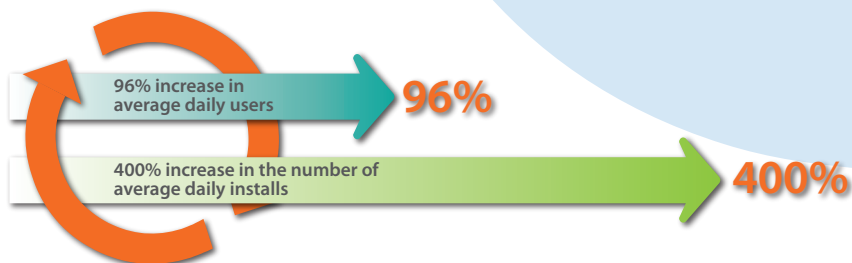
The solution they found – Conduit's on-demand platform for developing custom browser apps – succeeded beyond their expectations in developing both new audiences and revenue. Taking advantage of Conduit's advanced API, Bill Dettering, CEO of Applian Technologies, easily integrated Applian recording software into the Freecorder Community Toolbar, which allows subscribers to directly record online audio, no matter where they are on the Web. The Freecorder Community Toolbar is easy to update so Applian can refresh components and content and push them instantly to their community.

In a smart promotional move, Dettering also created the YouTube Video Downloader App and made it available for users in the Conduit App Marketplace. This brought in new subscribers from all over the world that were searching for a free online video recorder. This app dramatically increased engagement with the Freecorder brand and increased interaction with their other products, as the app provided the opportunity to regularly promote new products.



Business Results:

- » After a complete facelift of the Freecorder Community Toolbar, including incorporating their latest technology, Applian saw a 400% increase in the number of average daily installs and a 96% increase in daily users.
- » More than 7 million installations of the Community Toolbar to date; on average, more than 25,000 use it every day.
- » Upsell and rewards revenue reached nearly \$250,000.





YouTube Video Downloader App Data:

- » Initial promotion of the app in the Conduit App Marketplace increased installs of the app 709%.
- » A follow-up promotion of the app in the Conduit App Marketplace increased adoption of the app 421% over 4 days, resulting in a higher, more continuous stream of installs over time following that promotion.
- » The app gets more than 120,000 clicks daily.

“When we left Conduit initially to work with another toolbar vendor, we didn't fully realize the value of Conduit Platform and the power of the network – after we came back to Conduit we were able to reach not only our own users, but potentially millions of other users through the Conduit App Marketplace.”

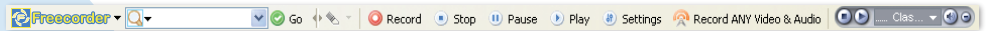
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Thousands of New Subscribers Daily

With thousands of new subscribers installing the Freecorder Community Toolbar every day, it has proven to be an effective introduction to Applian's product offerings. "It's amazing to see how a free Community Toolbar can drive thousands of new subscribers to our site each day," says Bill Dettering, CEO of Applian Technologies.

Dettering said that he was surprised to see how many Freecorder Community Toolbar and YouTube Video Downloader App subscribers converted to purchase of Applian's paid products, and specifically the higher-end products like Replay Media Catcher and Replay Video Capture.

To create a custom browser app or Community Toolbar for your site, visit: www.conduit.com.



Community Toolbar



Replay Media Guide

A B O U T C O N D U I T

Conduit is the fastest-growing network of Web and mobile app publishers, with over 260,000 members and their 230 million end users. The Conduit Network empowers publishers - from global brands to independent developers - to create, exchange and distribute apps, and to collaborate through business partnerships.

Conduit enables publishers to seamlessly encapsulate content and deploy it everywhere, from Web browsers and Community Toolbars to mobile devices across all platforms. Publishers can distribute and exchange their apps directly, or through the Conduit App Marketplace. Conduit-powered apps enhance engagement, retention and monetization beyond the boundaries of the publisher's website.

With Conduit, global brands including Major League Baseball, Time Warner Cable, Univision, the Chelsea Football Club, Fox News, iVillage, Groupon, Travelocity, and TechCrunch are marketing themselves online, along with hundreds of thousands of small and medium-sized organizations in more than 120 countries around the world.

Join the Conduit Network now.