wibiya by conduit

Brothersoft

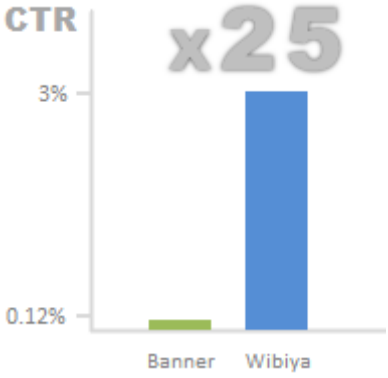
Brothersoft Generates 25 Times More Engagement via Wibiya Promotions Feature

BUSINESS RESULTS

- 25x greater daily engagement with the promotions features compared to a standard banner
- Massive influx of traffic to partner campaign pages

"Hundreds of thousands of users per week are engaging with our Wibiya social bar."

Forrest Lu
Head of Business Development,



ABOUT BROTHERSOFT

Brothersoft is the world's leading software download website, offering more than 250,000 free downloads among its seven server channels, including Windows, Mac, mobile, games, widgets and more. The multi-language portal runs more than 10,000 downloads every day.

THE CHALLENGE

In order to bolster its business efforts, Brothersoft was seeking a solution that would help promote its campaigns on their website, while driving traffic to its partner campaigns off the website.

THE SOLUTION

Brothersoft created a Wibiya Bar for its popular games portal, featuring an app with links to the site's top download pages, Facebook Like and Google +1 buttons, and live chat. The company also leverages the interactive dynamic promotions feature on the Wibiya Bar to run weekly promotions of its partner campaigns, prompting users to visit high value destination pages.

RESULTS ACHIEVED WITH WIBIYA

Wibiya's powerful solution directly addressed Brothersoft's needs, instantly creating a massive influx of users to the destination campaign pages. The weekly promotions running on the dynamic promotions feature generate a daily engagement 25 times greater than that of a standard banner, strengthening Brothersoft's business efforts and significantly increasing their revenue.

Brothersoft's Wibiya Bar with Promotions Feature: