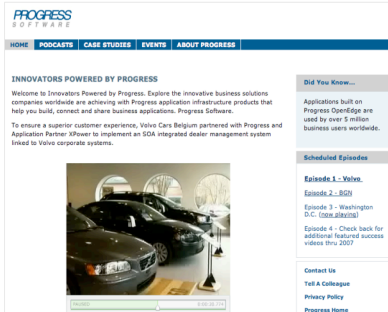


# e-tractions & Progress Software

## CASE STUDY



*Innovators Powered By Progress campaign for Volvo Cars Belgium*

### About e-tractions

e-tractions is a Web-based marketing solutions provider that develops, implements and optimizes innovative online marketing campaigns for corporate marketers. e-tractions has earned an award-winning history working with category leaders across several industries including pharmaceutical, technology, financial services, consumer and non-profit. Companies that have adopted the e-tractions EnterAct™ platform include BearingPoint, CMP, HP, Progress Software and Sepracor. Founded in 1999, e-tractions is privately held with headquarters in Lexington, MA.

## e-tractions and Progress Software

### The Client: Progress Software

Progress Software has long been known for innovation across many industries. When the time came to develop an online thought leadership campaign, Progress turned to e-tractions, a trusted partner and no stranger to innovation, to lead the way with this online awareness effort.

### The Campaign: Innovators Powered By Progress

To be effective, a thought leadership campaign must contain compelling content. Too many firms today are posting a few white papers in the name of thought leadership. Customers quickly see through this type of promotion for what it is: a posted white paper and hardly leadership of any kind.

Together, e-tractions and Progress Software launched *Innovators Powered By Progress*, a major thought leadership awareness campaign that was launched in France, Germany, The Netherlands and the United Kingdom. Video episodes highlighting key innovators were produced and translated for each country as needed. In addition to the videos, each site contained podcasts, case studies and listings for upcoming events.

Volvo Cars Belgium and BGN, The Netherlands premier bookseller were two of the most popular episodes in the *Innovators Powered By Progress* campaign. The Volvo episode showed visitors how Volvo Cars Belgium uses a dealer management application and integration platform to deliver the kind of service that creates customers for life. And visitors saw with their own eyes how BGN created a spectacular customer experience at their state-of-the-art Selexys stores.

In addition to the custom thought leadership microsite, e-tractions designed a relationship marketing email campaign that effectively drove traffic to the thought leadership destination. And behind the scenes, tracking activity every step of the way, is EnterAct™, the e-tractions proprietary technology platform.

### About Progress Software

Innovation is at the core of the Progress culture with the company having pioneered many innovations including the invention of the enterprise service bus and the establishment of service-oriented architecture (SOA). Progress products and technology are used at over 60,000 organizations in 140 countries including 90% of the Fortune 500. Progress technology provides the infrastructure for applications as diverse as ERP and financial trading, and across industries as diverse as retail, manufacturing, telecommunications, financial services, and government.

Contact Krishna to learn how e-tractions and EnterAct™ can power your innovative online marketing campaigns.

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