



e-tractions corporate backgrounder

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Leadership Team

With vast experience in marketing, technology, design and strategy, e-tractions can implement even the most complex Internet marketing initiatives. The e-tractions management team includes:

- Michael Gauthier, Founder and CEO
- Krishna Krovi, Director of Sales
- Debbie Troxel, Chief Technology Officer
- Sharon Kumnick, Vice President of Administration and Finance
- John Lione, Director of Interactive Services
- Steve St. Mary, Vice President of Client Services

Overview

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.

Industry Focus

Technology

Someone has to be first, and the technology industry has been an early adopter in the use of the Internet as a marketing and communications tool. Having developed hundreds of campaigns for leading technology companies, e-tractions has assembled a vast array of best practices, software modules and measurement systems that allow corporate marketers to develop highly effective online marketing programs.

Pharmaceutical and healthcare

Successful Internet marketing is a significant competitive advantage in today's pharmaceutical and health-care industries. A compelling online experience can engage, educate and motivate people to see a doctor and ask for a particular drug or specific therapy. e-tractions manages Customer Journeys for its clients with strategic goals in mind. Through a strategic progression of messages and online media, e-tractions clients are able to communicate with, and market to, online visitors. e-tractions has a proven track record of collaborating with pharmaceutical clients to create, optimize and adapt the right combination of online media for a successful product launch or promotion.

Other Industries

The EnterAct platform is as flexible as it is powerful, allowing for effective marketing solutions in a wide variety of markets. Within industries as diverse as financial services, retail, packaged goods, and automotive, e-tractions has played an important role for some of the world's most forward-thinking corporations. e-tractions also works with a range of non-profit clients including political action committees, museums, universities and the American Red Cross.



EnterAct

The engine that powers all that e-tractions offers is EnterAct™. EnterAct, the proprietary technology platform, continuously tracks and optimizes online marketing campaigns to ensure a rapid and measurable return on marketing investments.

EnterAct is a robust Web-based platform designed to capture detailed, up-to-the-minute information, and provide reporting that enables marketers to make informed and timely decisions. EnterAct can integrate offline activity to create a broader perspective so that marketers can optimize both online and offline activities. The platform is also compatible with sales force automation and CRM systems, as it can seamlessly incorporate a variety of data types.

The power of EnterAct—with its sophisticated data tracking and reporting—allows e-tractions clients to monitor and optimize the performance of any online campaign, in real time. e-tractions manages vast amounts of data to effectively reach potential customers on the Web, convert leads, generate demand and optimize their marketing investments.

Award Winning Creative

The e-tractions award-winning creative department has designed hundreds of interactive elements and templates that have been proven effective in the real world. e-tractions is comfortable working with a client's creative staff or taking control of the design from start to finish. Either path results in a compelling and winning online solution. e-tractions creative campaigns have been acknowledged by the following organizations:

MITX Awards

- Finalist: Biotechnology/Pharmaceuticals - The Lunesta Sheep Catapult (2006)
- Finalist: Technology - Service Tycoon (2005)
- Finalist: Biotechnology/Pharmaceuticals - Sleep Calculator (2005)

IAC

- Winner: Best Pharmaceutical Microsite - Lunesta (2005)

NAPC Pollie Award

- Bronze Award: Flash Animation – “Oreo Campaign” for True Majority (2004)

Horizon Interactive Awards

- Silver Award: Public Service Website – “Oreo Campaign” for True Majority (2004)
- Bronze Award: Flash Website - AMC Monsterfest (2004)
- Bronze Award: Self Promotion/Company Identity Website - Snowglobe (2004)

MIMC Awards

- Finalist: Professional Services Campaign - Snowglobe (2003)
- Finalist: Technology Marketing - Overture Campaign (2003)
- Winner: Technology Marketing - PTC Campaign (2002)
- Winner: Manufacturing Campaign - Shell Aviation (2001)

Internet Advertising Competition

- Winner: Best Computer Software Integrated Advertising Campaign - PTC Campaign (2003)



DEMO

- Company to Watch (2003)
- DEMO God Award (2003)
- Company to Watch (2000)

Revolution Award

Winner: Viral Marketing - Whackaflack (2001)

Clients

For more than eight years, e-tractions has partnered with firms of all sizes and across all industries. We learn from every job and bring a fresh perspective that supports in-house marketing organizations.

Technology

Aegis technology
Akamai
BearingPoint
Bristol Technology
Carat
Centra Software
ClickSoftware
Cognizant
Convoq
Design News
Electronic News
HP
ITSMA
Mercer Management Consulting
Nuance
Overture
Parametric Technology Corporation
Performaworks
Progress Software
Red Tail Solutions
Thermo Fisher Scientific
Xerox

Consumer

AspenPrep
ASU
Babson College
BJs Wholesale
cMarket
Democratic National Committee
Florida Power and Light
Lycos
MIT Tech Review
Museum of Science
Polaroid
Procter & Gamble
Royal Sonesta Hotels
Shell

Staples
Third Age
Toyota
TrueMajority
Uconference
Wentworth Institute of Technology

Pharmaceutical & Healthcare

Astra Zeneca
Auxilium
Clinquest
Johnson & Johnson
Juvenon
Nugen Technologies
Red Cross
Sepracor

Contact Information

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