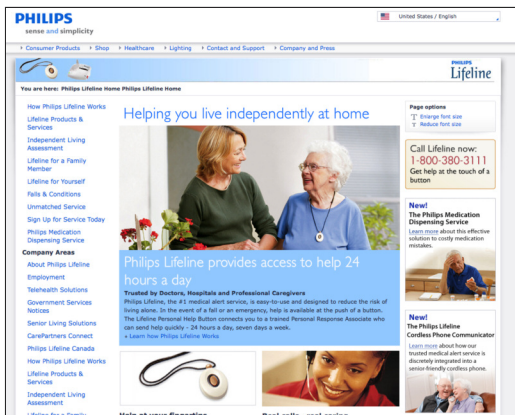


“It’s vital that we have someone that can act as a quick-footed, flexible partner — Garfield Group has filled that need. Whether asked to develop media-rich pieces, implement involved campaign management tools, or make simple edits, Garfield is always there to help. They are true partners, delivering a product we can all be proud of.”

Lynn Jon Dickerson

Internet Marketing Manager, Philips Lifeline



PHILIPS LIFELINE SYSTEMS

How can you turn your corporate website into a primary lead capture mechanism that drives sales?

Partnering with Philips for five years, we are constantly finding new ways to increase efficiency and drive down the cost of sales.

➤ CHALLENGE:

When Philips Electronics, a €26 billion company based in the Netherlands, purchased Lifeline Systems of Framingham, MA in January of 2005, they needed to completely overhaul their website. Not only did they need a redesign to align it with the Philips Corporate brand, they also needed to embrace an inbound marketing strategy to drive the leads that would grow revenue. In addition, Philips needed custom tools to manage the site more efficiently.

➤ RESULTS:

Since 2005, Garfield Group has worked closely with the Philips digital marketing team to create a number of valuable tools. An easy-to-use Content Management System (CMS) enabled Philips to manage website content on their own. A Landing Page Generator allowed Philips and their partners to create custom landing pages for new outreach campaigns. And an Affiliate Site Generator speeds the development of

sites for Philips’ affiliated companies, such as the American Red Cross.

Garfield Group has also built a new Campaign Management feature that helps Philips track and measure leads with detailed granularity. Integrated with Salesforce.com, all qualified leads are now submitted directly to Philips’ internal sales team for immediate follow up.

Armed with these new tools, the Philips team can manage more than 100 campaigns at once, and generate over 17,000 new Philips Lifeline customers each year — at a much lower cost-per-lead than their previous direct-to-consumer efforts. Programs for Lifeline have been so successful, Garfield Group has been invited to do similar work for Philips Lifeline Canada (a multi-lingual site), Philips Cardiac Services, Philips Medication Dispensing Service, Philips Remote Cardiac, Philips Senior Living, and the Philips Healthcare Professional Website.

17,000 new subscribers

100 campaigns managed

6 additional Philips business units engaged

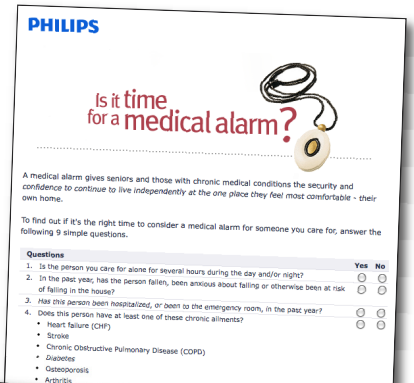


Website

The Lifeline Systems website was completely redesigned to align with Philips' corporate brand.

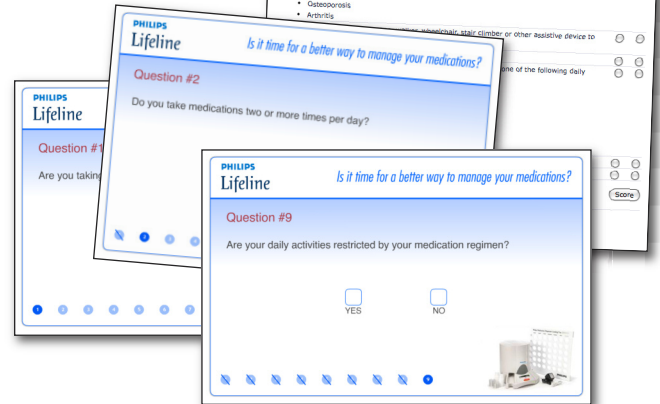
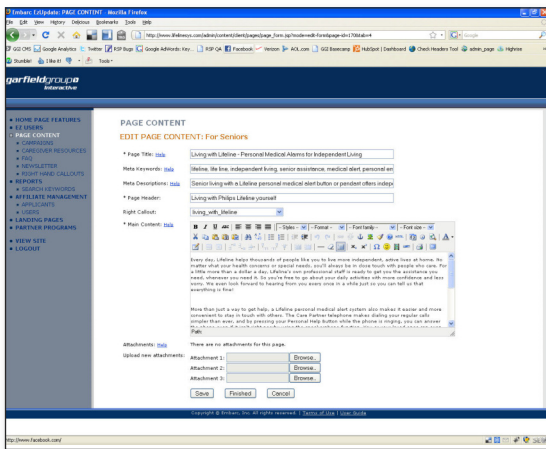
Online Survey

The new Landing Page Generator helps the Philips digital marketing team create custom landing pages on demand to support new outreach campaigns.



Interface

Garfield implemented a simple CMS to help Philips manage website content on their own.



Downloadable Content

A detailed Campaign Management system helps Philips track and measure leads like registrations for downloads at a much more granular level.

