

PARTNER FUSION PLATFORM™

KEYWORD FILTERING



Keyword Filtering

Jupiter Research projects that by 2003, \$111 billion in e-commerce sales will be driven through Web-based partnerships. This totals 25% of total online revenues, generating new challenges and opportunities—like managing these partnerships effectively. The inherent benefit of partnerships is being able to offer visitors a Web site full of possibilities, while allowing a company to focus on its core competencies. However, in order to do this well, the content displayed on your site needs to be displayed at the right time, to the right user, in context. Enter Partner Fusion's™ sophisticated keyword filtering.

How It Works

All content is managed on the “item” level through the Partner Fusion Web-based interface called the Command Center. Partner Fusion treats each article, product or service as an item and serves it to the customer, or publisher's, Web site based on business, display and design rules they set. Items are published on a site in “Display Cases” which are pre-defined areas that have been customized to dynamically include partner content in the publisher's native look and feel with a

simple HTML tag. Partner Fusion utilizes keyword filters to display appropriate content into the publisher's page. There are two parts to the keyword filter process.

Keywords may either be explicitly entered, or generated automatically from the item name. The keyword table is the area of a catalog that contains keywords with relation to a particular item. There are keyword tables delivered by the distributor in the form of a file, they are automatically generated by an item's name descriptor when Trapezo sources a catalog, or can be manually entered at the

item level. For example, if the item's name is “Blue PalmVII Case Cover,” the keywords automatically generated by Partner Fusion will be: “Blue,” “PalmVII,” “Case” and “Cover”. Keywords can quickly and easily be edited by the distributor.

Publishers make keyword calls to the Display Case server by adding the desired keywords to the end of a provided Display Case URL which is an HTML tag inserted into their page. The result? A visitor to a publisher's site is dynamically served relevant, fresh content from the publisher's partners.

“We've saved valuable resources using the Trapezo Partner Fusion Platform, and now we're able to make changes to partner content instantaneously. The faster we can make these changes and serve timely, fresh offerings, the more revenue we can generate. Trapezo is helping us get more from our partnering efforts.”

—Jason Monberg, CTO, Sparks.com

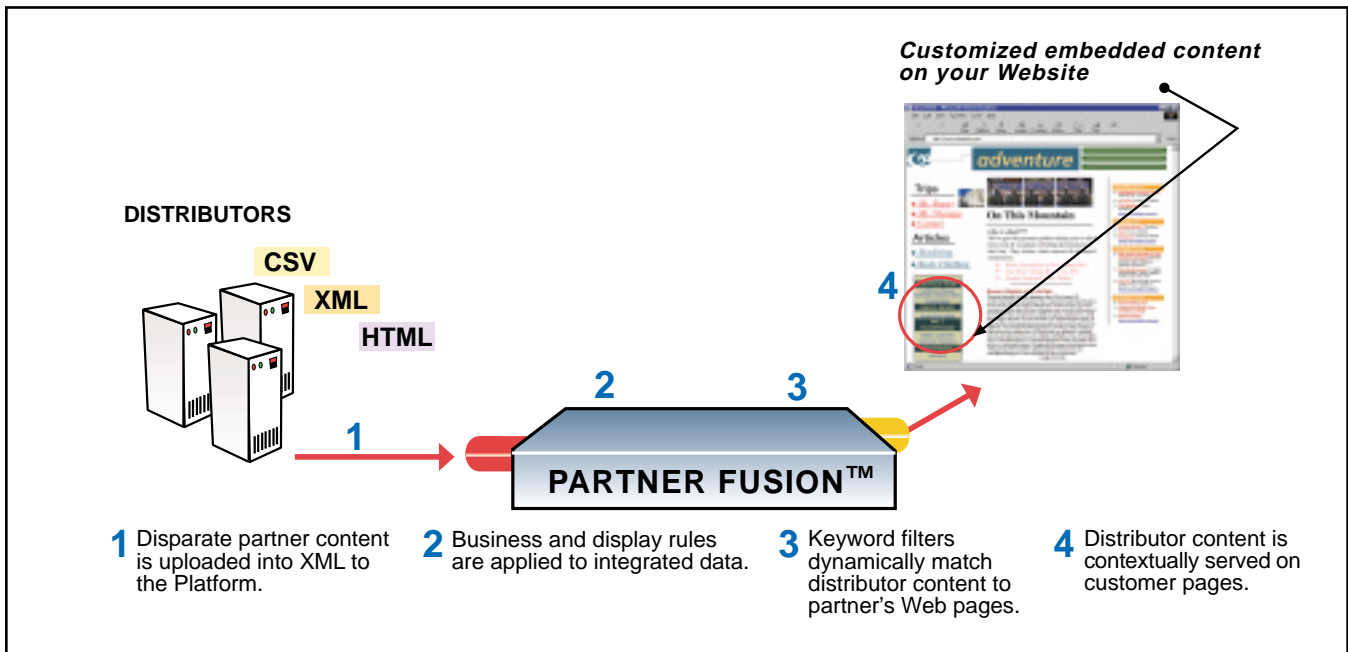
Why Keyword Filtering?

- Place items contextually in a page
- Deliver relevant content from multiple partners simultaneously
- Place items where they are the most likely to sell

- Provide relevant value-added content with ease

Partner Fusion is the single platform for the one to many relationships on the Web. Keyword filtering is one of many powerful components of the Partner Fusion plat-

form, providing today's e-business with relevant content, immediately. Call Trapezo today to find out more about how you can accelerate your partnerships to the next power.



Partner Fusion's keyword filters dynamically place relevant partner items contextually in your site.

"What we like best about Trapezo is that, yes, you can deliver relevant content within a relevant space. Trapezo provides you with a flexible environment providing you with the ability to have a whole new look and feel within 24 hours. This is much faster than having a designer designing banner ads. With Partner Fusion, we can change the look and feel of a banner without re-coding, so, from a backend stand point, it's much more efficient."

*—Richard Johnson, Director of Advertising Sales,
Western Region, MyFamily.com*



37 Natoma Street
San Francisco CA 94105
T. 415.216.1900
F. 415.216.1901
information@trapezo.com

www.trapezo.com