

**The Challenge is:
...To Be Found !**

**Systematically Raising Your Chances in WEB Marketing
With SoFIND & magicFINDing
— ‘magicFINDing – FIND as a Service (FaaS)’ —**

70% of buying decisions are made on the WEB

Information is received, even before consulting friends & family.
„Classic Advertising“ as TV / Print is responsible for buying decisions
of only less than 5

The client 'arrives' – Consumer Empowerment

Relevance Challenge, Efficiency Challenge, Web 2.0 / 3.0.
Internet as the motor: Meta-Medium – Business – Social Net – Society – Politics

Superior Efficiency

Superior in measurability, mobility, advertisement expenditure-efficiency.
Fragmentation of target groups / media means target accuracy

Double digit growth rates in on-line marketing

In only 8 years every second advertisement Euro is spent on the web.

‘Out of the Cloud’

To be found on the WEB with preference

‘Out of the Cloud’

Arbitrary Partner Home Pages / Sites in any desired libraries are appearing online – ‘automatically’ and always up-to-date.

Just imagine ...

... there is something like a FINDservice – tailor-made to your own liking, intuitive / interactive

... the on-line user can determine major topics him/herself, and as such influence the importance from his point of view

... arbitrary amounts of home pages / sites make up any desired amount of libraries

... Thesaurus-Specialist Dictionaries translate in effect the specialist language of the documents

... automatic word stem recognition finds singular / plural / masculine / feminine / adjective etc..

and ...

... **goFINDing** makes every home page interactive. Enter 'magicFINDing' from any given text.

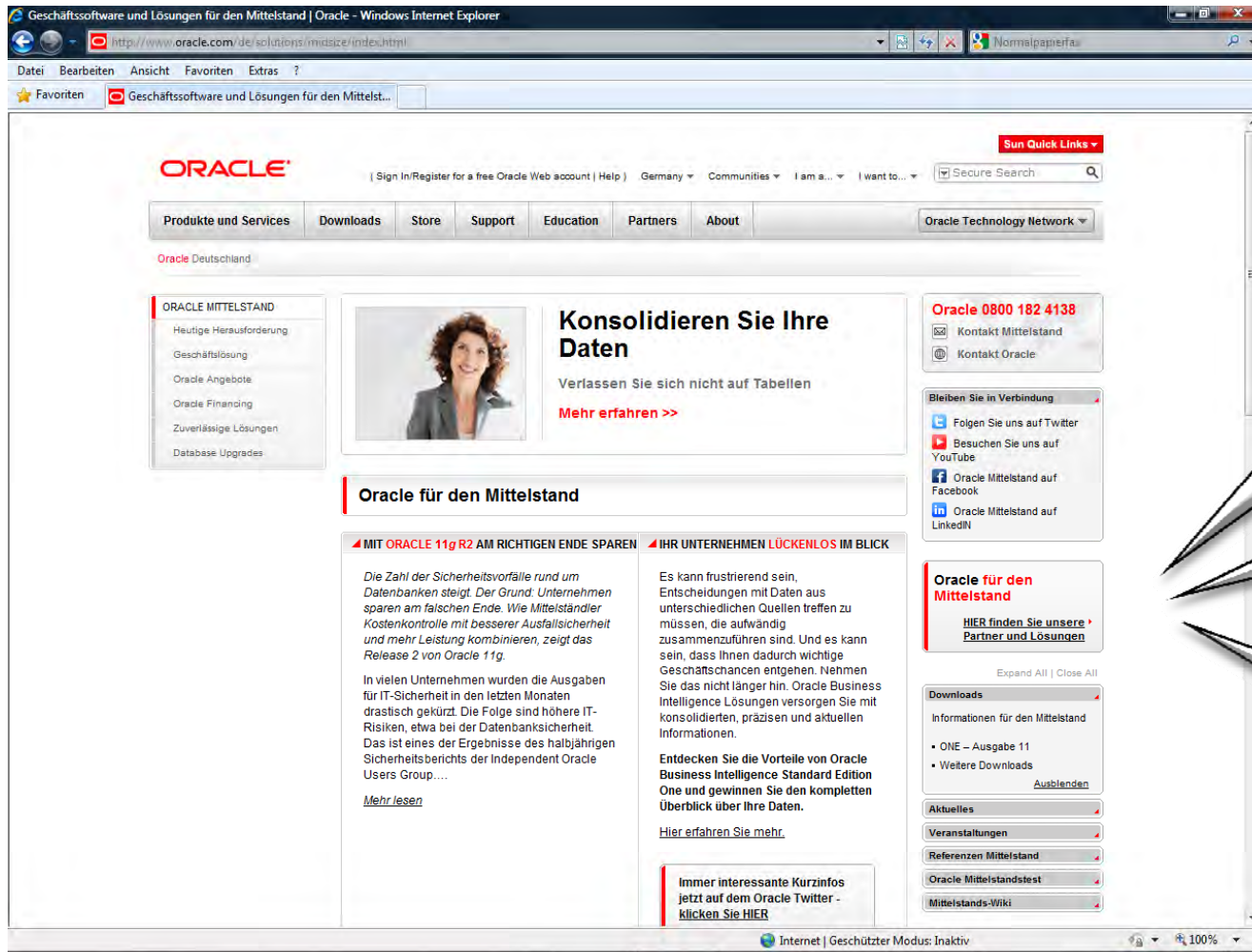
... Solutions + Products from partners are found more often and better!

... Partners can make customised requests, in any given way - whenever ...

... last, but not least: important topics go up in Google ratings systematically.

Yes, it's true. All this, is possible!

... Connecting Competence with direct access.
SoFIND & magicFINDing - FIND as a Service (FaaS) & goFINDing



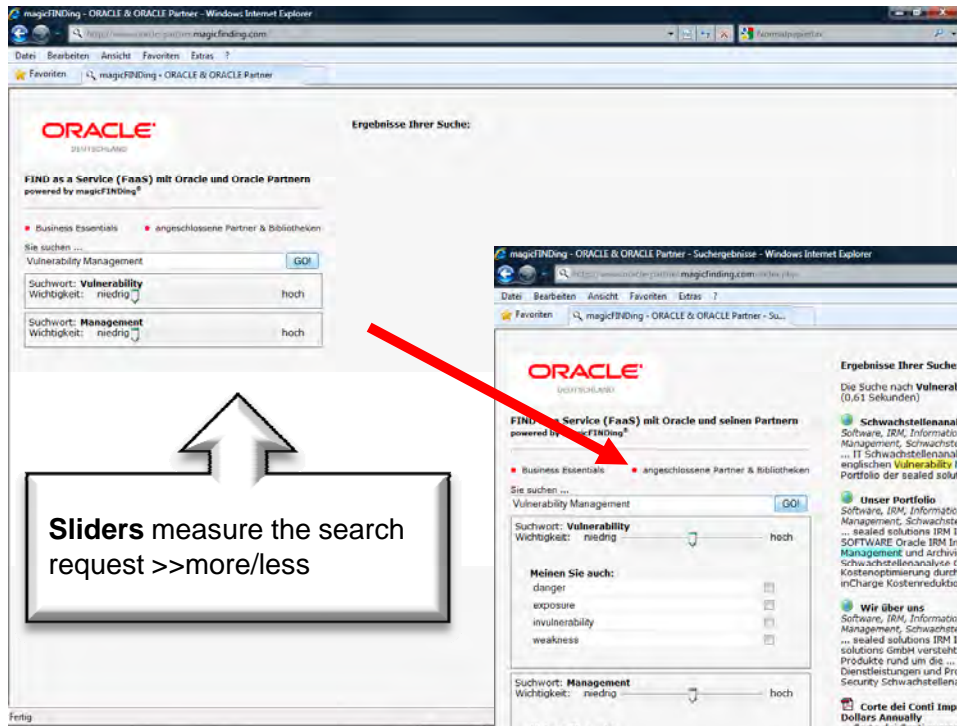
Access to 'magicFINDing'
IndividualFinding – intuitive – interactive

The target group arrives directly
at **Solutions + Products**
by the Initiator + Partners

Libraries are **Solution-Catalogues**.
With Initiator- + Partner-Solutions, on-line –
always up-to-date – 'Out of the Cloud'

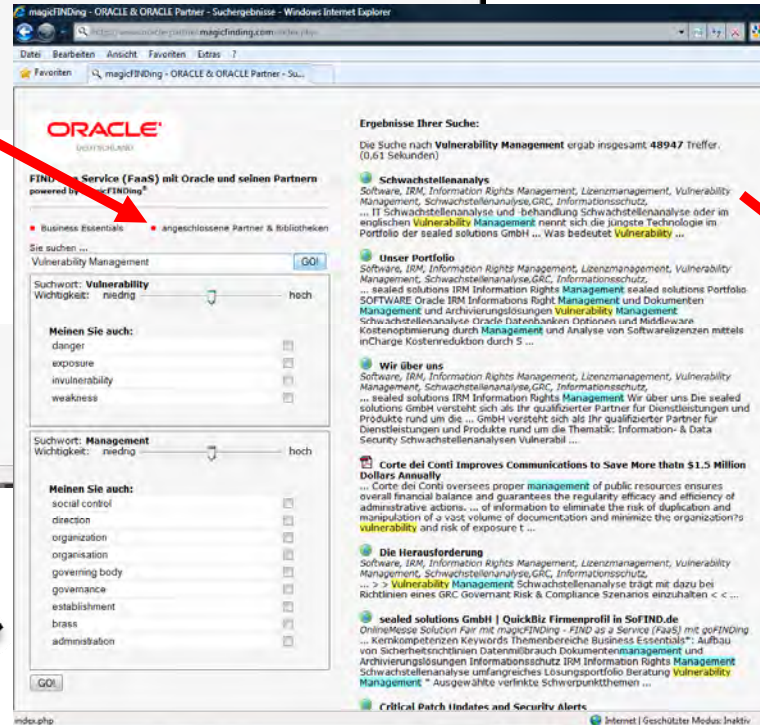
... To Be Found ! – ‘magicFINDing – FIND as a Service (FaaS)’

SoFIND® & magicFINDing®



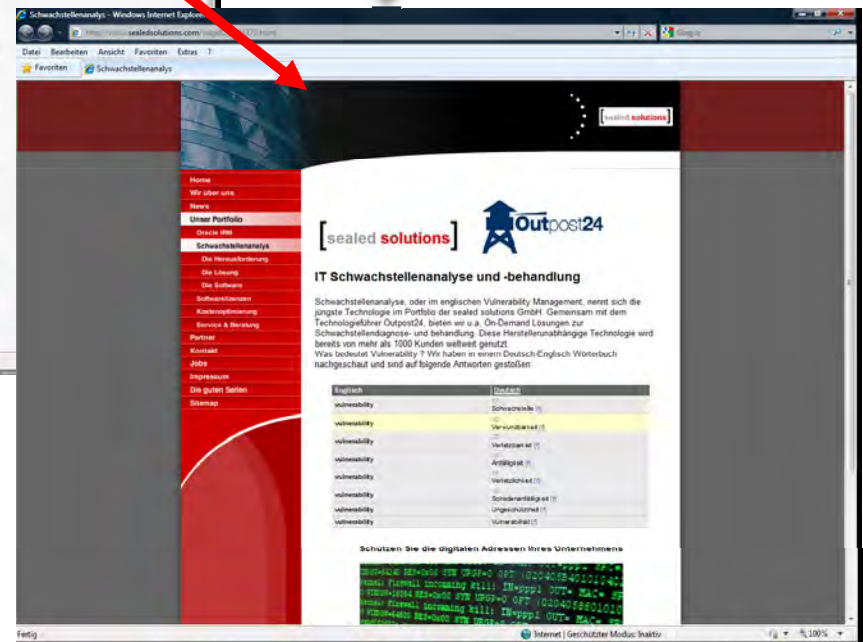
Sliders measure the search request >>more/less

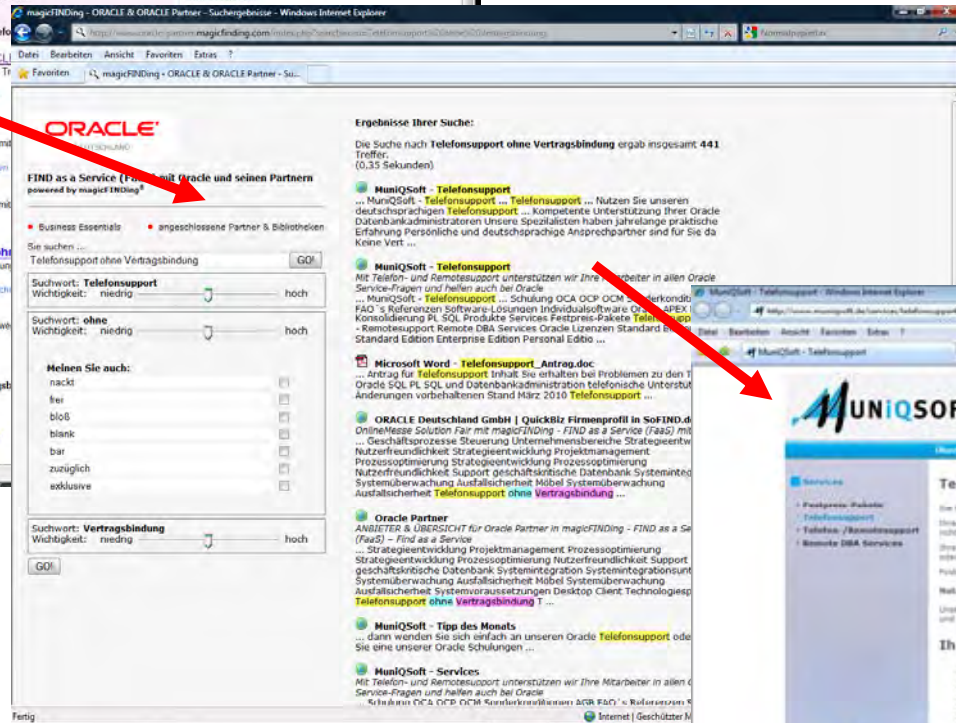
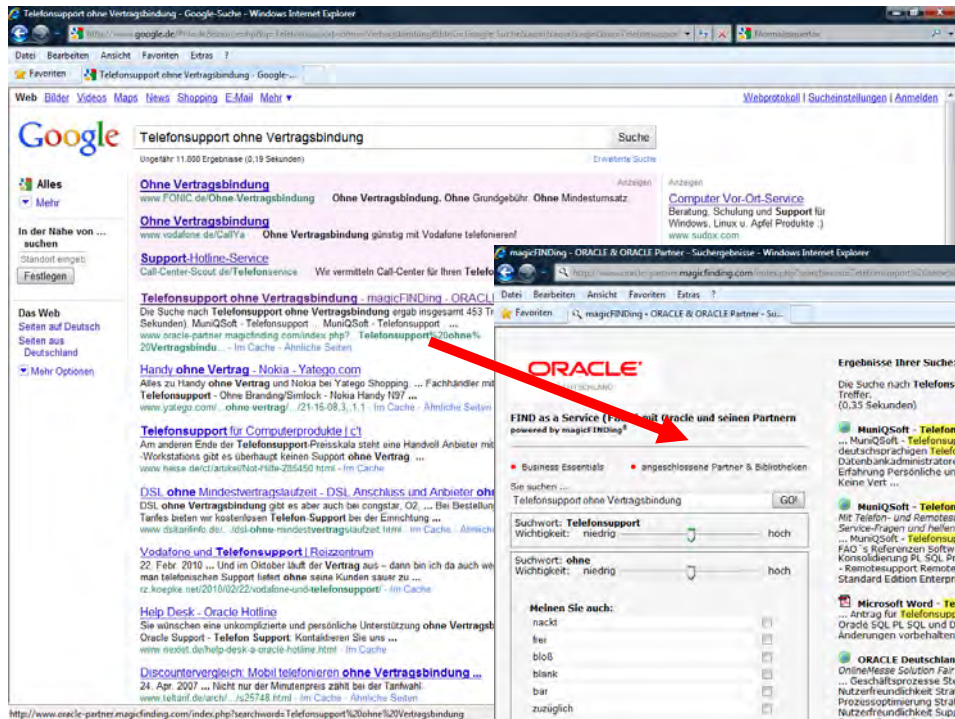
Thesaurus Specialist Dictionaries translate

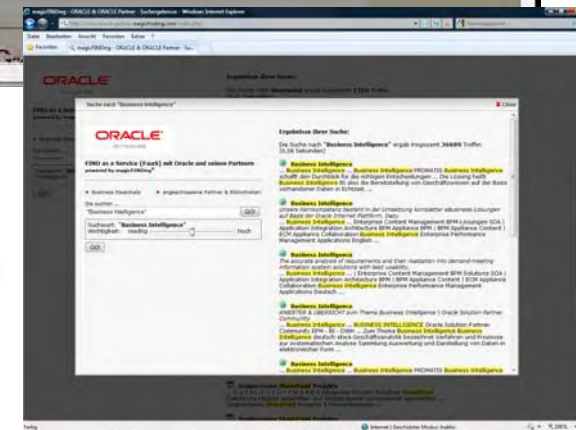
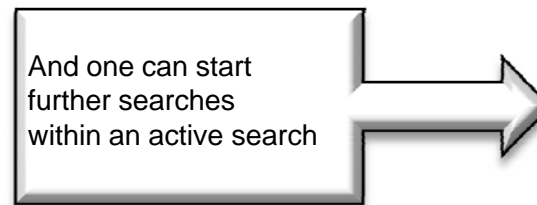


Automatic stem word recognition

Found! – Deep link directly to the solution, to the home page of the provider







FIND as a Service (FaaS)

What is special in 'magicFINDing'

- Individual Finding – through 'free' searches
- Intuitive Finding
- Interactive – 'Out of the Cloud'
- Unrivalled

The Special Strategic Benefit

- USP Unique Selling Point/Proposition
- Competences are connected, systematic Dominance of Topics
- Target Group Penetration, continual embedding of topics
- The Clients 'arrive'
- Partnership as added value
- Improved competitiveness

Features such as Individual Finding (Slider), Thesaurus-Dictionaries, or automatic stem word recognition make **magicFINDing** into '**magicFINDing - FIND as a Service (FaaS)**'.

The special BENEFIT for Provider + Partner

- Individual Support of Partners and Partner Loyalty
- No restrictions – all Subjects
- Systematic Content Improvement, Optimisation
- Systematic Google Effectivity – You are Found !

The Special Flexibility

- Arbitrarily central and / or de-central
- Any desired Satellites / Libraries
- Any desired customisation
- Any desired amount of participants
- Any desired size of content (see Satellites / Libraries)

The interactive FINDservice magicFINDing – FIND as a Service (FaaS) Online-Demo on



www.magicfinding.com