

richline wordshop

DIVISION OF RICHLINE SERVICES

Introduction to a client brochure created by an advertising agency

Internet Monitoring and Reporting

(Name) is a secure, web-hosted enterprise brand-protection dashboard. Its purpose is simple and straightforward—to provide sales, marketing, security and legal teams with online intelligence regarding brand misuse and product pricing, thereby enabling them to protect their brands and manage their online channels. (Name) covers a wide range of online environments, including popular auctions like eBay®, retail websites and trade boards, as well as general web content and domain names.

Full Protection Coverage

This hosted, subscription-based model from (Name) requires no IT integration. Furthermore, the user-friendly interface allows for rapid user training and cross-functional collaboration to assure operational competence. The fully-equipped dashboard includes five modules, each with its own advanced capabilities for reports and analytics. Clients have the option for subscribing to whichever modules they need and thereby create a customized solution.

Why (Name)? This proven Internet monitoring and reporting system from (Name) is a mature, fourth-generation product serving leading companies in the footwear, apparel, luxury goods, pharmaceutical, and consumer electronics industries. Currently, more than 50 major corporations with hundreds of global users leverage our investigative modules on a daily basis.

Client Services Group

The value of any service is measured by client satisfaction. (Name) creates service teams that are customer-driven and go beyond just providing a web-based system and standard reporting. An assigned account manager will be in charge of furnishing system training and data analysis to ensure success for the program. Together, the team becomes a pro-active extension of each client's support staff, offering tested recommendations and identifying relevant activity trends. Turning data into meaningful information is a function of these programs. That input contributes to maximizing the value of (Name) and [its] other services in protecting client brands and in helping to provide a more rapid return on investment.

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