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Bill Dettering,  
CEO,  
Applian Technologies

## Conduit Solution

- **Community toolbar:** Using Conduit's advanced API, Applian integrated software into the platform, allowing subscribers to directly record online audio.
- **Integrated analysis and reporting:** Applian uses built-in reporting and analysis tools to get up-to-the-minute information on deployment, usage and rewards.

## Applian Technologies Significantly Increases Website Traffic and Revenue with Freecorder Community Toolbar

Applian Technologies, a leader in web media recording software, was looking to build on its basic strength: customers who try and like their products are likely to buy from them again. The solution the company needed would provide a way to syndicate Applian's innovative developments in recording to new users, who could then be developed, through persistent connection to the Applian website, into a continually expanding base of repeat customers.

"We wanted to find a way to remain top of mind with our subscribers and persistently connect them to our product downloads," says Bill Dettering, CEO of Applian Technologies.

The solution they found — Conduit's on-demand community toolbar platform — succeeded beyond their expectations in developing both new audiences and new revenue. Taking advantage of Conduit's advanced API, Dettering easily integrated Applian recording software into the platform. The result is an advanced community toolbar, branded Freecorder, which allows subscribers to directly record online audio, no matter where they are on the Web. The Freecorder toolbar also makes it easy for Applian to syndicate components from their website directly to their subscribers' browser.

## Traffic Increases by Thousands of New Subscribers Daily

With thousands of new subscribers installing the Freecorder toolbar every day, the community toolbar has proven to be an effective open door to Applian's product offerings. "It's amazing to see how a free community toolbar that is so easy to set up and maintain can drive thousands of new subscribers to our site each day," says Dettering.



Applian Header



Replay Media Guide



Community Toolbar

*Applian Technologies is a major provider of world-class, affordable streaming media recording software.*

**Applian Technologies,**  
San Anselmo, CA ,  
[www.applian.com](http://www.applian.com)



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## Business Results

- **Traffic increased by thousands of new subscribers daily.**
- **Upsell and rewards revenue reached nearly \$250,000.**
- **Male 18 – 34 demographic grew and newsletter subscriptions reached 110,000.**
- **More than 2,000,000 installations of the toolbar to date; on average, more than 7,000/day.**

In a smart promotional move, Dettering coupled the Freecorder toolbar with a Google AdWords campaign, which brought in new subscribers from all over the world who were searching for a free online audio recorder. This campaign dramatically increased community toolbar downloads, website traffic and revenue.

"Once they installed the Freecorder toolbar, we had our brand on the browser of people who were previously not aware of Applian. Now they can go from the community toolbar to the website and get to know all about our products," explains Dettering.

## Upsell and Rewards Revenue Far Exceeds Expectations

Dettering was surprised to see how many Freecorder toolbar subscribers turned out to be buyers for the Applian website's paid products, specifically the higher-end products. These improved upsell and conversion-to-sales rates resulted in extra income directly attributed to traffic from the community toolbar.

"The Freecorder toolbar gives me an almost direct connection to the subscribers," says Dettering. "I recently tweaked a button to take visitors to our Recording Solutions page, and right away we saw the sales from the Freecorder increase by 50%!"

Dettering also noted that he was very pleased with the revenue stream provided by Conduit's Rewards Program. This added income, which has grown steadily since the launch of the Freecorder toolbar, has reached impressive levels due to the toolbar's high installation and usage rates.

## Male 18-To-34 Demographic Grows and Newsletter Subscriptions Reach 110,000

The Freecorder toolbar has helped Applian attract a new demographic — males 18 to 34. They represent a welcome audience for Applian and their recording capabilities.

"It seems that giving them a cool tool for free has paid off in unexpected ways," Dettering says. "We're delighted to have these large numbers of young people, who simply would not have been exposed to us otherwise."

Another fast-growing opportunity that Dettering attributes directly to the Freecorder toolbar is the remarkable increase in newsletter signups. Within just a few months of offering Applian's newsletter to Freecorder subscribers, he had 110,000 names on the list.

"Now we have many more e-mail addresses that we can market to, and that is huge for us," he says. "It's a whole new revenue opportunity."

## A B O U T C O N D U I T

Conduit provides website syndication solutions for web publishers that increase site traffic, revenue, and brand loyalty while simplifying access to the content, communities and applications that subscribers care about most. By creating a direct, always-on connection between publishers and subscribers, Conduit opens new channels for real-time communication and commerce. More than 180,000 publishers have joined the Conduit network worldwide, including major brands such as Fox News, Lufthansa, Major League Baseball, Greenpeace, TechCrunch, Softonic and small and "long-tail" organizations in 120 countries around the globe. Web publishers who become part of the Conduit network have the opportunity to syndicate their website content and applications directly to the browser by allowing subscribers to add them as simply as adding an RSS feed. To create a community toolbar for your website, visit: [www.conduit.com](http://www.conduit.com).