

## Case Study: Convertis Marketing

Convertis is a leading marketer of top-quality vanity products on the Internet. At its core, Convertis Marketing is a technology-focused company that, from the beginning, has set out to build the Internet's most efficient platform for marketing vanity products.

Deep down, Convertis is a team of results-driven direct marketers, and they take a scientific approach to everything they do. Combining that mentality with extensive Internet marketing experience is how they're able to master the marketing of vanity products online. Of course, consumer satisfaction has to be a top priority, so the Convertis team is consistently committed to developing and selling products that have a positive impact on their customer's lives.

A key part of that commitment is finding manufacturers who are responsible, ethical and adhere to strict standards. Particularly in the cut-throat beauty industry, it can be tough to find manufacturing partners that offer top-quality ingredients and fair labor practices at a reasonable price. That's precisely the problem that brought Convertis Marketing to Akamai Consulting!

We sourced a US vendor for one of Convertis Marketing's signature products that saved the company over \$4 per unit (\$100,000 per month) and maintained their pledge of quality and transparency in manufacturing standards.

The new supplier relationship also keeps dollars spent with Convertis in the US, strengthening our economy instead of lining the pockets of overseas competitors.

*"Great job on finding this vendor- it looks like they are just what we are looking for. Very conscientious and great pricing. We really appreciate all your hard work and dedication!"*

