

Oddcast Small Business Case Study: eVenture Internet Limited

The Company

Based in the United Kingdom, eVenture Internet Limited is a new media and software application development firm. The company specializes in Web design through the development and integration of high-end portal ecommerce and content management software. With customers that span multiple industries, eVenture Internet Limited guarantees 100% customer satisfaction, from concept to creation.

The Challenge

In the United Kingdom, the new media and software application development marketplace is littered with competition. As a company that focuses on deploying design and technology using a customized process, eVenture Internet Limited needed to find a way to set itself apart from “cookie cutter approach” competing firms. Because of its ability to work within most computing environments (even those with a 56k modem connection), the VHost SitePal was chosen to help differentiate the company’s products and services through an innovative visual and audio delivery.



“We have been very impressed with the VHost SitePal and so have our clients. As a result, we have been working with many of them to integrate the SitePal into their overall Web presence. The SitePal has done an incredible job of enhancing and enriching the whole Internet experience and we continue to see what a major opportunity this is and will be for our clients and for many other Web sites out there.”

- eVenture Internet Limited

The Results

The VHost SitePal has not only increased traffic significantly, but it has helped convert the existing visitors into sales leads. Prior to deploying the SitePal eVenture Internet Limited was reporting customer drop off rates at over 50%. The company has practically eliminated these drop-off rates and sales leads have increased well over 250%.