

Oddcast Case Study ChildSafe International

The Company

ChildSafe International is an International, independent, organization that has multiple purposes for its existence but the primary is to put the Bite Back into the Fight for educating the public, parents, businesses, libraries, and schools about safety for children and family members. This is accomplished by empowering the public both in the general and online public, to make informed decisions in their use of the Internet, Electronic Entertainment, and other activities where children could be placed at risk.

“We love SitePal and are our site visitors are absolutely enamored by the character. In fact, we’ve just launched a UK version of the site using the UK English text-to-speech option and have been getting great feedback from both parents and children. The product is easy to use and the results speak for themselves.”
Reverend James Fisher, Executive Director, ChildSafe International

The Challenge

ChildSafe International needed a solution to help drive more parents and children to numerous ChildSafe.com Web sites. Including . The organization was looking for a way to differentiate itself, attract more visitors beyond the home page and illicit user feedback. They chose a SitePal character using Text-to-Speech to help accomplish their goals.

The Results

www.ChildSafe.com has vastly improved traffic as well as feedback from parents and children alike thanks to the SitePal character they developed and integrated into the site. Since they launched the character ChildSafe has experienced a 73.81% increase in unique visitors to the web site and a 26.79% increase in user feedback. This has been largely driven by word of mouth.