

# case study # 1



DO NOT USE ELEVATOR

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Traffic produced by  
Search Engine  
Marketing during  
March 2002:

Yahoo - 927 visitors

MSN - 932 visitors

Google - 858 visitors

## National Funds Management Company benefits from the Web

OakAssociates.com was built to provide Oak Associates' clients with the ability to view their accounts and portfolios, trade online and receive fund information. Clients can choose to receive Prospectuses, Quarterly Statements, Annual Reports, Semi-Annual Reports and Quarterly Newsletters in electronic format as soon as they are published.

## Auto-Updates

Each night, closing prices are sent to the server and automatically updated on the funds pages and throughout the site. News articles on the site can be added at anytime by Oak Associates. No programming knowledge is needed. Users simply cut and paste from their word processing document into the specified fields through an administrative interface.

## 24,445 Unique Visitors in August 2002

Each day, an average of 2,400 people access the Oak Associates website. In March 2002, over 9,283 brochures, applications, reports and prospecti were downloaded from the site. When compared to the unique

visitors for the month, the visitor conversion rate is over 40%. A conversion is when a user makes a decision to take action on a website, whether through a registration or a sale. The average internet conversion rate is 6.8%.

## Go Paperless

A large part of the document downloads are from the "Go Paperless" option for account holders. Oak Associates is required by law to generate quarterly statements for investors, but this option allows for e-delivery of these statements. This saves Oak Associates printing and mailing costs and investors receive the information in PDF format as soon as it is available.

**Case Study #1:** Web Design, Search Engine Optimization and Customer Conversion

**Client:** Oak Associates

**Product:** Mutual Funds

**URL:** www.oakassociates.com

**Report Date:** August 2002

**web:**  
design  
programming  
ecommerce  
promotion  
hosting

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