Convey™ News Release

Convey Launches New Features to Improve Agent Engagement & Validate ROI

Atlanta, GA — January 27, 2015 — Convey Services today released two new features to enhance the reporting and sales interface of Convey; the cloud-based solution that hosts and delivers content, training, promotions, and events directly from vendors and suppliers to their agent and distributor network. Convey's new features include a reporting interface that integrates with Google Analytics to provide better metrics and information and validate the ROI of agent/reseller engagement within the platform. The new information pages feature makes more content available within each vendor's catalog, making it easier to access and manage.

"Enhanced reporting along with Google Analytics gives vendors a more accurate view of content their agents and resellers are seeing and what information they find most engaging," said Carolyn Bradfield, CEO of Convey Services. "Information Pages are unique in that they enable agents and resellers to receive feedback and connect to external quoting systems with the touch of a button. These are all part of a new 'best practices' model within Convey to motivate resellers in the sales channel."

Google Analytics enhancements help quantify exactly how viewers engage with catalogs on a Convey Master Agency site. Google Analytics generates reports showing traffic and referral sources to measure conversion and sales. The basic Google service is free with a premium version available through Google.

Information Pages act like a site within a site to allow vendors to create multiple levels of information, add contact forms, and directly capture data. They expand the scope of content available within each vendor's catalog and direct the agent or resellers back to more content, training, promotions, and upcoming events.

About Convey

Convey is a cloud-based platform that hosts and delivers content, training & events and generates revenue from subscriptions, purchases or advertising. Convey Channel Programs connect suppliers to revenue producers in indirect distribution channels providing access to product information and training, creating calls to action and driving revenue. Convey's Platform as a Profit Center (PaaPC™) generates revenue from supplier subscriptions, membership fees, advertising revenue, and ecommerce. Cloud Conventions™ are virtual expos managed entirely on the Convey platform. Unlike traditional trade shows, a Cloud Convention is easy and inexpensive to manage, can run for any length of time, requires no travel and can be attended 24/7.

Convey launched its first Channel Program in 2014 to master agents and their suppliers in the telecommunications and cloud industry and then to insurance master agency networks. Platform as a Profit Center (PaaPC) launched to the foodservice industry in 2015. The first Cloud Conventions Virtual Expo was held in March 2016 in the telecommunications and cloud space. Licensing opportunities are available in select vertical markets. For information visit www.conveyservices.com, info@conveyservices.com or call 888-975-1382.

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