

# credentials

*Delvinia* was created to reflect our philosophy of “delving in” and “digging deep” to discover valuable insights, which we use to design digital experiences that achieve real results.

# who we are

- ❖ Leading Canadian digital agency that is focused on the *“Digital Customer Experience”*.
- ❖ We have developed a deep understanding of *transactional-based experiences*.
- ❖ *Insight is what drives our ideas*. We believe that the best solution stems from the deepest understanding of each client’s business and customers.
- ❖ *Track-record of success* in the interactive industry.
- ❖ *Superior service* is what strengthens our relationships.

# who we are

-- quick facts

- ❖ In business since 1998, privately owned
- ❖ Key clients: RBC Royal Bank, Manulife Financial, Research International, Canadian Blood Services
- ❖ Founder of the Canadian New Media Awards
- ❖ Active Members of CMA, MRIA, IAB
  - CMA 2006 Digital Marketing Conference
  - CMA 2006 Not-for-Profit Conference
  - Alternative Media Round Table Session
  - Direct Marketing Conference
  - Deloitte Consulting Media & Telecom Conference
  - AIMS State of the Net-Nation Tour
- ❖ Key Industry Awards: CMA, MRIA, Danby, IWAY, MSN (Design a Better World), MarketingSherpa (Email Marketing)

# who we are

-- selected clients



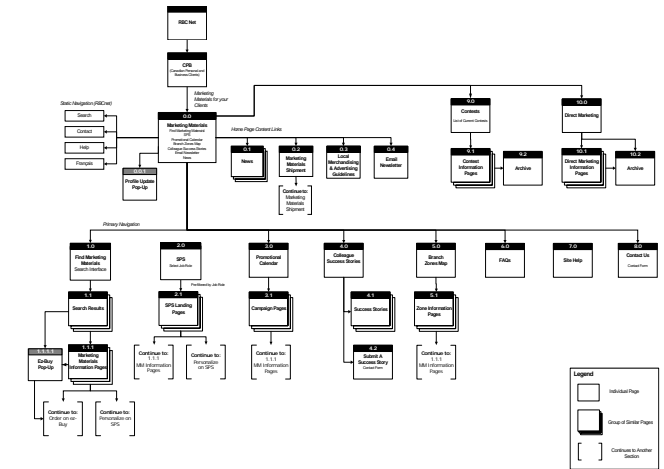
delvɪniə

# what we do

-- services

## Strategy & Experience Design

- ❖ Customer Insight
- ❖ Persona-Based Design
- ❖ Usability Testing
- ❖ Public Site Design & Development
- ❖ Intranet & Enterprise Site Development
- ❖ eCommerce Design
- ❖ Site Re-Branding & Re-Design



## Digital Marketing & Media

- ❖ Targeted Acquisition Campaigns
- ❖ Search Engine Marketing
- ❖ Customer Retention & Community Development
- ❖ Conversion Programs
- ❖ Emerging & Alternative Channel Development



## Data Collection & Online Research

- ❖ Online surveying
- ❖ Ad and product testing
- ❖ Campaign tracking and analysis

# what we do

-- products



## Online Consumer Research Panels

- ❖ AskingCanadians™
- ❖ Qu'en pensez-vous™

## AskingMedia™ Online Testing Platform

- ❖ Creative Testing Module
- ❖ Shelf Impact Module
- ❖ Word Sorting Module



delvina

# what we do

-- proprietary studies



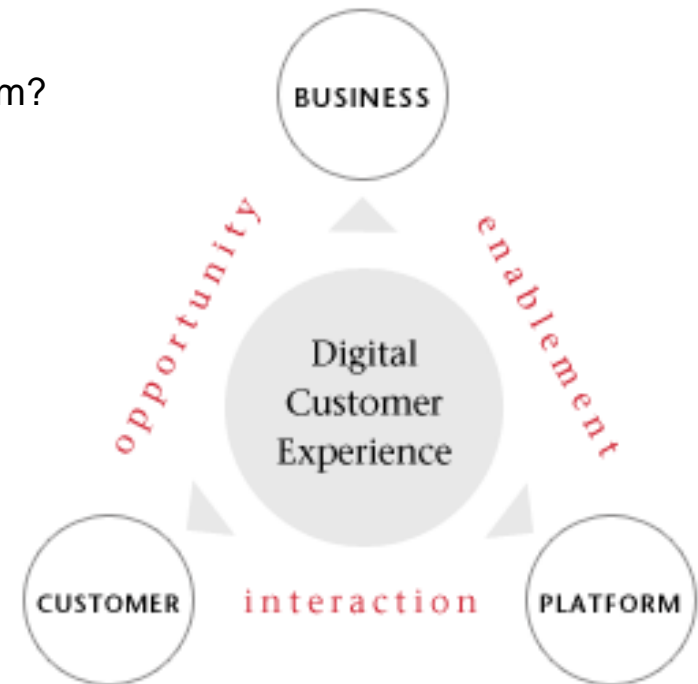
delvinia

# how we do it

-- *digital customer experience framework*

Our approach to creating an effective **Digital Customer Experience** first starts with us digging in and understanding your business, customers and platforms and the relationship between them.

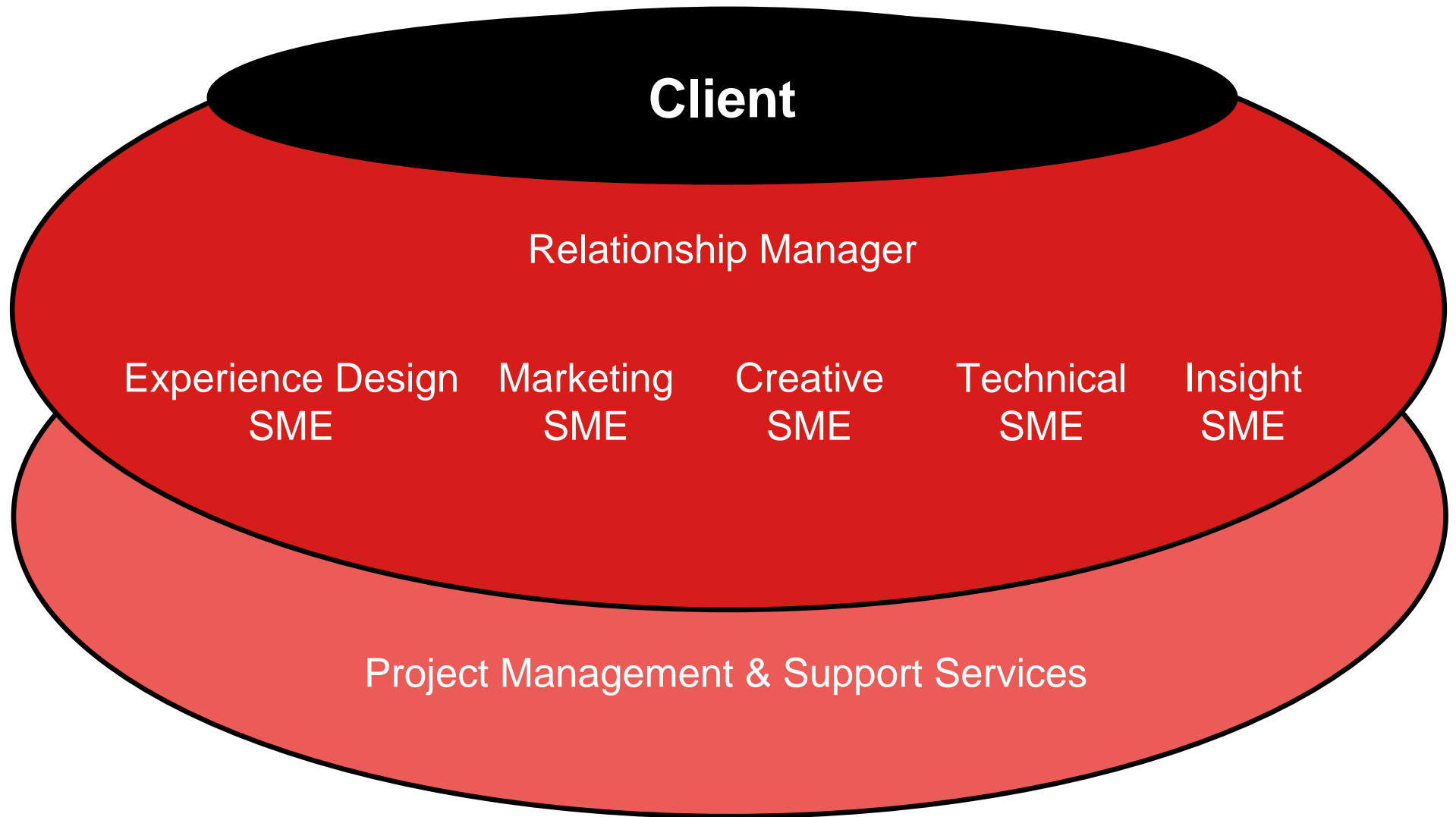
- ❖ Is your business or customers driving the **opportunity**?
- ❖ How do we **enable** the solution?
- ❖ What is the ideal **interaction** between your customers and platform?



delvina

# how we do it

-- *subject matter expertise*



# why us?

“**Delvinia is innovative, insightful and strategic.** Their people provide the **highest level of service** and are always looking for ways to **improve our customers’ online experience.**”

Wally Thompson  
AVP Retail & Direct Business  
Affinity Markets, Manulife Financial

“**Delvinia** has always proven to be **one step ahead** in their **thinking** and in their way of **bringing ideas to fruition.** The team is **innovative,** a pleasure to work with, and always **delivers beyond expectations** - even when the bar has been set very high.”

Susan Baldwin  
Senior Director  
CANARIE

d e l v i n i a

For more information, please contact...

**Adam Froman**

President

416.364.1455 x222

afroman@delvinia.com

**Steve Mast**

Vice President, Managing Director

416.364.1455 x223

smast@delvinia.com

**[www.delvinia.com](http://www.delvinia.com)**

delvinia