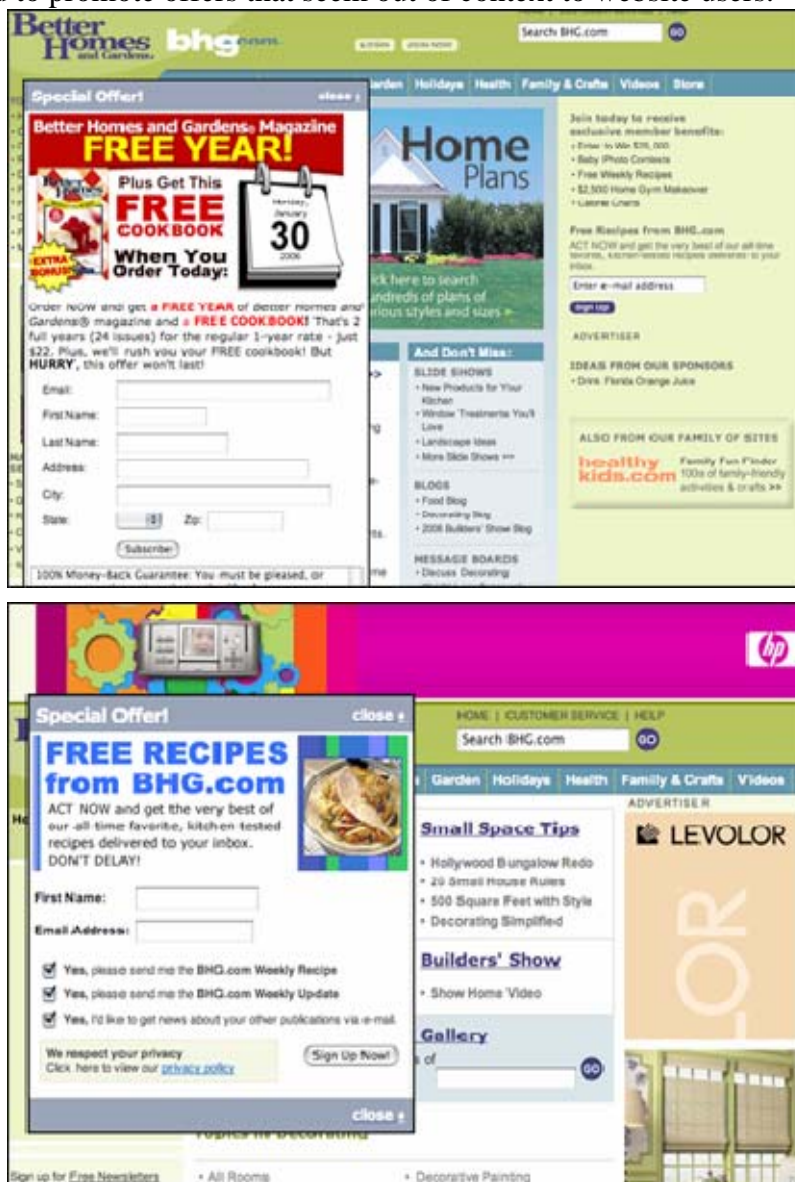


Floater

A new hot new tactic for increasing landing page conversion rates for every entry point on your website is called a Floater. While it may look like a pop-up, it's not. Floaters do not open in separate windows and therefore cannot be blocked or banned. Website publishers we've talked with report a two to three times increase in conversion rates when pop-ups are replaced with Floaters.

Although a Floater looks like a separate document floating on top of a website page, it is really just a layer in the HTML code. To the user, it looks a lot like a magazine blow-in card. While printing blow-in cards and inserting them into print products is cheap, Floaters, like their Pop-Up predecessors, are virtually cost-less. Like blow-ins and Pop-Ups, Floaters can irritate users if over used or used to promote offers that seem out of context to website users.



Example of Floaters on BHG.com

OFIE

Affectionately called OFIEs, "Order Forms in Editorial" are embedded subscription forms that appear on webpages and, indeed, are very much entitled to the respect, consideration, and perhaps even affection of circulators. They are fairly large, coupon-style ads, usually placed in unused space at the bottom of webpages and simply require a user to supply his or her name and address and click "submit". When used to generate subscriptions to a companion print magazine or newsletter, OFIEs can churn hundreds or thousands of new orders per year at virtually no cost. The key to OFIE effectiveness is prominent, relevant placement as close to the editorial content as possible.



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Example of PCWorld OFIE

OFIN

Similar in concept to [OFIEs](#), an OFIN is an "Order Form in Navigation". While they are usually smaller in size than OFIEs, their strategic intent is the same: to quickly capture your visitor's name and email address in order to grant them access to a free special report or a free copy of your magazine or newsletter. The ultimate goal for you as the website publisher is to quickly and easily add your unknown site visitors to your email database. Using OFIEs, OFINs and [floaters](#) on your website are relatively simple ways to improve the conversion architecture across your website network.

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Example of Mequoda Books OFIN