

Profit Jackpot



Objective: To facilitate a customized hosting solution for the Profit Jackpot system, develop a simple installation wizard, and provide support for Profit Jackpot software.

Partner profile:

Profit Jackpot is a powerful software bundle, developed by notable Internet marketers Anik Singal and Jimmy Kim, to aid the process of site building. The software facilitates content creation, allowing users to create up to 10 revenue-generating niche sites in just minutes.

To learn more, visit: <http://www.profitjackpot.com>

The problem:

Due to complications with other hosting providers regarding the robust nature of the software, the Profit Jackpot team sought out a hosting solution that would accommodate and tailor its hosting services to meet the technical demands of the software and the needs of its users.

The solution:

Tailored solutions. The Profit Jackpot software generates content for site-building by running a large number of scheduled server tasks every few hours. While this may overload the servers of other hosting providers, we scaled to accommodate for this resource-heavy activity. Our technical team made sure everything ran smoothly.

Custom software development. To ease the process of content generation even more, our team developed for Profit Jackpot an auto-installer that automatically installs for the user WordPress and all associated plug-ins with just one click. Without the installer, users would be required to manually install each plug-in individually.

Specialized customer support. In order to provide Profit Jackpot users with full-service support, we had our support staff test out the product completely, from the installation right down to the actual process of site generation. Our support team watched the training videos bundled with the product, and even participated in online webinar discussions to further assist customers. By fully understanding the product through and through, our customer service representatives were able to increase customer satisfaction overall.

Co-branded marketing materials. Customized marketing materials with tailored hosting packages were developed for the Profit Jackpot product. Bundling tuned hosting, a 1-click installation process, and free website transfer with the software strengthened brand loyalty for the product. The marketing materials were also search engine optimized for major search engines, effectively increasing ranking and overall traffic.

Conclusion. CoolHandle's attention to tailored solutions, custom software development, specialized customer support, and creation of co-branded marketing materials resulted in an increased click-thru rate and a double-digit conversion rate.