

## CASE STUDY

### Address Bar Advertising

**Industry** : Online Advertising

**Region** : Israel

**Technology** : WordPress, PHP, Javascript

**Benefits** : Innovative use of Address Bar,  
Better utilisation of space



#### The Client

The client is running a web development company in Israel which deals in web designing and web application services. The client expertise lies in Social Media Marketing and Internet services.

#### The Business Need

Social Marketing and Internet Advertising have become prime tools for generating better business revenue as well as brand visibility.

The client wished to get maximum out of these internet tools. Being a social media marketer himself he tried almost all sort of advertising campaigns such as banner advertising, social ads etc. Still he was looking for something different and innovative for better business identity. He was looking for some innovative ways by using his Wordpress. After experimenting different things for so long he approached eLuminous Technologies.

#### eLuminous Technologies Solution

When he approached eLuminous Technologies he explained all different strategies which he already tested and tried. After long discussion with client eLuminous Technologies technical and innovative team thought of Plugin for his wordpress.

eLuminous Technologies decided to use Address Bar as a marketing space. With this plugin, client is able to utilize space available in browser address bar for placing advertisements to promote company products and services. To grab user's attention we gave motion to that text. Client was very happy with our innovation. After placing this plugin to clients blog eLuminous Technologies suggested to sell this plugin in the market to generate new business. Client appreciated eLuminous Technologies business thinking.

For more information on how it works you can also access below link.

[http://wordpress.org/extend/plugins/address-bar-ads/other\\_notes/](http://wordpress.org/extend/plugins/address-bar-ads/other_notes/)

## Wordpress Plugin Benefits

- Better brand visibility
- Better utilisation of space
- User friendly
- Easy accessibility
- Better business revenue
- Better reach to users.
- Easy to update or edit

## Languages

- PHP
- Wordpress
- HTML
- Javascript

## Database

- MySql

## Framework

- jQuery

## Know More

**For more information on our success stories, You can access below links.**

<http://www.eluminoustechnologies.com/>