

# ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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The image shows a Google search interface for the query "Network Monitoring". The search results page displays several sponsored links. The top link is from Raritan, titled "Network Monitoring With CommandCenter NOC by Raritan". Below the search bar, there are three other sponsored links: "Network Monitoring" from Nimsoft.com, "Network Monitoring Tool" from OpManager.com, and "Proven Network Monitoring" from CommandCenter-NOC.com. An arrow points from the search bar area towards the Raritan advertisement. The Raritan advertisement includes a sign-up form with fields for First Name, Last Name, Email Address, and State, along with a "Submit" button. It also features a headline "If You Don't Protect Your Network Now, You'll Hate Yourself Later." and a list of benefits for CommandCenter NOC.

**Situation:** How do you increase sales leads on the internet?

**Creative Tool:** Internet Lead Generation

**Idea:** Raritan is a highly technical company with an amazing list of products. So, how do you capture relevant consumer information in the highly intelligent world of network users? You simply put together a program for Lead Generation that will track everything. And you take this information and use it to gain incremental sales. Information is the key to successful results. We have tested many ways to gain new information for today's global communication process.

To learn more about Zanzico and the services that we offer, please contact us today.