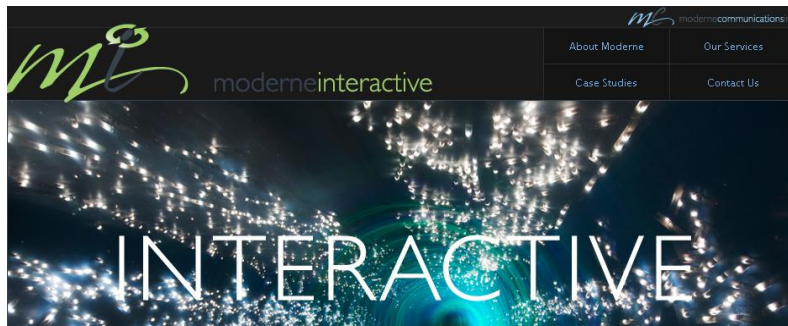




## Moderne Communications uses Virtual World Analytics to improve visibility in training investments for their clients



Moderne Communications is one of the nation's most effective event, social media and independent brand promotions agencies committed to creating effective programs that

reach multicultural target audiences with right message, at the right place and time, when they are most likely to engage.

Moderne Communications achieves its motto of "Reach Anyone Marketing" with its three operating units - Moderne Promotions: a nightlife and event marketing specialty firm; Moderne Interactive: a digital agency serving Web 2.0 and virtual worlds; and Moderne Mosaic: a multicultural media company focusing on urban/neighborhood media and college/total consumer market programs.

Moderne's client list includes McDonald's, Adobe Systems, the Ontario government, Heineken, the World Bank, Nestle, and many more. Moderne is headquartered in New York and maintains an office in San Francisco. For more information please see [ModerneCommunications.com](http://ModerneCommunications.com).

### Challenge

One of the commercial applications for Second Life is immersive learning. While colleges and universities are flocking to the virtual world for immersive learning solutions, so too are High-tech firms like Adobe Systems and Microsoft leveraging SL as a unique learning environment.






Moderne Interactive, a Second Life Gold Solution Provider, is an operating unit of Moderne Communications and is specialized in full service Second Life programming, including: design, development, custom scripting, marketing, events promotion, and consumer data capture.

Moderne created the Adobe eLearning Island complex, a product-specific eLearning environment, but had little means to measure the in-depth effectiveness of its virtual events and training sessions.



## Solution

To get more insight in their business, Moderne installed the “Region Array Counter” to help track the number of visitors to the Adobe eLearning classroom and to better understand visitor intent. This helped Moderne to measure the effectiveness of different training sessions. An important metric used is the percentage of first time visitors versus the return visitors as well as the duration in the classroom.

-  **Country Counter**
  - Avatar location information
  - Language information
-  **Region Array Counter**
  - Covers complete region or SIM
  - Gives welcome message/notecard
-  **Extended Subscription**
  - Complete Visitor information
  - Profile and location of Avatars

There is no single entry point to the Adobe eLearning Island. To evaluate the most popular places or to understand how visitors use the available space, heatmaps are produced to give an overview of avatar movements and use of points of interest on the island.



## Results

With Metaverse Business Virtual World Analytics, Moderne Interactive experienced:

- ✓ Growth in 3D awareness for a broader audience.
- ✓ Improved visibility in training investments.
- ✓ Insight in which places on the island are the most popular.