

Metaverse Business launches integrated Virtual World IM (Instant Message) Marketing Campaign Application: Create a dialogue with your visitors based on their online behavior and profile.

SECOND LIFE™, 10 OCTOBER 2009 – Metaverse Business (<http://www.metaverse-business.com>), a leading virtual world analytics and marketing company announces today the addition of a virtual world campaign tool to its offering.

A lot of companies and organizations use our virtual world analytics tools (visitor counters) in Second Life. But until today, no targeted marketing campaigns were possible based on the analysis of visitor behavior and visitor profile at their place. Metaverse Business has developed a software tool to send messages to a segmented group of visitors in Second Life™.



The IM (Instant Message) Marketing Campaign tool is an addition to our event analysis tool and visitor counter product suite that measures and analyzes visitor presence at any place in Second Life. The campaign tool allows business owners to send instant messages to visitors that have subscribed to the

campaign list. The messages (instant messages or note cards) are sent to groups of avatars that were selected previously based on their behavior at the visited place or their account profile.

Once the campaign has finished, our event analysis and virtual world analytics tool allow you to see the result during the campaign and the weeks/months after the campaign. Depending on the results of the campaign, e.g. a Second Life classified advertisement, a new campaign can be launched adjusted to the result of analysis.

The virtual world marketing tool is available for sale in-world at [Metaverse Business Shop \(SLURL\)](#). More information is available at our website (<http://www.metaverse-business.com/products.php>) or in-world ([Metaverse Business Shop \(SLURL\)](#)).



About Metaverse Business.

Metaverse Business sells virtual world analytics and marketing products in Second Life™ since 2006. Visitor counters are available to measure the number of visitors at your place. Advanced machine learning algorithms are used to analyze the visitor profile that allow owners of a place in Second Life to plan future actions based on a detailed profile of their visitors. Subscribers have access to several types of reports such as returning visitors, heat maps (most popular location at your place) and visitor profiles.

Contact:

Metaverse Business

SL: Business4 Tomorrow

Business4.tomorrow@metaverse-business.com

+34-649-904-914