



NEWS RELEASE

# Limelight Launches New Digital Presence Management Solution Optimized for Technology Marketing

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TEMPE, Ariz., Aug. 27, 2012 (GLOBE NEWSWIRE) -- **Limelight Networks, Inc.** (Nasdaq:LLNW), a leader in Digital Presence Management (DPM), today introduced **Limelight Orchestrate for High-Tech Marketers**, a new solution giving business-to-business marketing professionals in technology industries a unified platform for delivering a powerful digital presence across all channels to enhance customer relationships, drive brand awareness, and increase conversions. The new solution enables web content management, online video publishing, mobile publishing, web and mobile acceleration, web personalization, and content targeting – as well as social media integration and search engine optimization. The key benefits of Orchestrate for High-Tech Marketers include:

- Marketers can manage and publish web and video content from one intuitive interface with ease – giving them more control over the digital presence and more time to focus on the results it generates
- Key visitor data drives an online segmentation strategy that ensures the right message gets to the right prospect at the right time
- Assets can be re-purposed across multiple web and mobile domains to simplify workflow, speed publishing, and ensure brand consistency
- Web and video content is automatically optimized for specific devices to ensure optimal viewing experiences on smartphones and tablets

Studies show that technology buyers in particular seek online sources of product information and peer recommendations well before engaging in the traditional sales cycle. This buyer research extends beyond vendor



provided content to third-party sites, blogs, professional social networks, RSS feeds, etc. In fact, some studies show as much as 80% of the typical buying process occurs before a prospect ever engages directly with a sales representative.

"Targeting with relevant information is becoming increasingly important because buyers are contacting vendors later and later in the sales cycle," says Greg Ott, CMO, Demandbase. "To take advantage of this trend, companies need to turn their corporate websites into more effective marketing and selling vehicles – capturing and using analytics and responding to visitor behavior and demographics with targeted campaigns of engagement. By capturing more leads early in the process, marketers can often help to shape the scope of a potential buyer's projects."

What's more, business-to-business technology buyers have high expectations for site engagement and performance and have little patience for sites that do not provide the specific information they need or suffer from slow load times. As they increasingly access information while at home, in the boardroom, or on the go, these expectations are extending to mobile as well. Buyers want to find relevant information easily and quickly, and they expect viewing experiences that have been optimized for their device's available bandwidth and screen size.

"To address the demands of business technology buyers, high-tech marketers must provide rich, fresh content – including whitepapers, webinars, data sheets, research reports, videos, animations, graphics, and more – across multiple online, mobile, and social channels," stated Jeff Freund, CTO, DPM Solutions and VP & GM, Web Content Management Group, Limelight Networks. "To do this quickly and successfully, marketers need an integrated, easy to use solution that allows them to update their collateral content and video assets without IT support and processes. Also, it's vital to understand visitor context and present meaningful, relevant content at appropriate times during the buying cycle."

Limelight Orchestrate for High-Tech Marketers offers integrated tools to manage, publish, and optimize a digital presence, thereby removing the inefficiencies and headaches associated with using multiple solutions from multiple vendors. As a result, high-tech marketers can focus on creating great content rather than getting bogged down in the processes involved with publishing it. Additional benefits of Orchestrate for High-Tech Marketers include:

- Streamlined processes improve internal workflow to reduce costs and speed time to market
- Content can be easily published and updated across all social media platforms
- Tight integration with email/marketing automation systems enables marketers to more easily synchronize content with email campaigns
- Cloud-based platform ensures fast deployment, minimal IT resources, and continuous product enhancements
- Web acceleration speeds online and mobile sites at the browser on any device

- Global, high-performance content delivery network provides maximum site performance, reliability, and scalability

For more insight on how high-tech marketers can achieve greater success, read Limelight's latest **whitepaper**.

About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) is a global leader in Digital Presence Management. Limelight's Orchestrate digital presence solution is an integrated suite of cloud-based applications, which allows organizations to optimize all aspects of their online digital presence across web, mobile, social, and large screen channels. Delivered exclusively as a service, Orchestrate leverages Limelight's scalable, high-performance global computing platform to offer advanced features for: web content management; website personalization; content targeting; video publishing; mobile enablement; content delivery; transcoding; and cloud storage — combined with social media integration and powerful analytics. Limelight's team of digital presence experts helps organizations streamline processes and optimize business results across all customer interaction channels, helping them deliver exceptional multi-screen experiences, improve brand awareness, drive revenue, and enhance their customer relationships — all while reducing costs. For more information, please visit [www.limelight.com](http://www.limelight.com), and be sure to follow us on **Twitter** at [www.twitter.com/llnw](http://www.twitter.com/llnw).

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