

A New Generation of Web Marketing Solutions Now Available in Thailand



Since February 2016, f-code Thailand Co., Ltd. has been offering its cutting-edge web marketing solutions for the first time in Thailand. Through advanced techniques f-code Thailand creates purpose-focused user interface optimization tools that significantly increase the performance of web pages through targeted calls to action (CTA).

f-code Thailand Co., Ltd. is a subsidiary of f-code Japan Inc., which has been successfully implementing its web marketing solutions in Japan for the past ten years and has worked for a total of more than 2000 companies. With its innovative user interface optimization techniques and specific CTAs (call to action), f-code has found a way to better engage website users, create a tailor-made experience for them and therefore increase the likelihood of them taking a desired action. These actions can range from signing up for an e-newsletter or answering a questionnaire, to visiting a sales page or even making a purchase.

f-code's algorithm improves the users' experience on the website by analyzing the way he navigates the webpages, knowing whether he has already been to the webpage and if yes, which pages he was most interested in. By understanding when the user is about to leave the page, the program can send a unique CTA to get the user to stay on the site. By using CTAs in this way, f-code increases the time users spend on the website, their engagement with the brand and the likelihood of them becoming paying customers, fans or subscribers.

This technology is adaptable to computers, tablets and smartphones, making it suitable for all devices. Through detailed reports, users of f-code can check how each CTA is doing and how it is influencing conversion rates. This makes it possible to update low performing areas quickly without losing possible revenues.

"f-code is a very cost- and time effective way to increase the conversion of website visitors to clients or subscribers. Once the system is set up, our clients can manage it themselves and use it entirely at their discretion. Since it is easy to update, no time is lost and the potential of each website can be fully realized, leading to an improved bottom line. F-code is the first of its kind here in Thailand and we are happy to introduce this technology to such a forward thinking and innovative market," explains Yuichi Shimada, Managing Director at f-code Thailand Co., Ltd.

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About f-code Thailand Co., Ltd.: For the past ten years, f-code Inc. has been providing web marketing consulting services in Japan and started providing user interface optimization tools in 2012. Through specialized new technology f-code has been able to improve its customers' website performance significantly with a minimum investment of time and funds. By creating personalized solutions f-code has assisted over 2000 companies in Japan with their web marketing services and has started expanding its business to ASEAN by opening its first subsidiary in Thailand in February, 2016.