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The client needed content describing their branded toolbar concept. They wanted a light-hearted, subtly humorous approach....



## ***What's with this toolbar and why do I need it?***

A branded toolbar can build your brand, boost user loyalty, drive traffic to your site, and make your competitors jealous.

Building your own toolbar is 4-steps quick and easy, and it's also FREE, which our accountants have informed us is the cheapest price we can charge unless we pay you, which they've also informed us is not going to happen any time soon.

### **Good for them, good for you**

Offering your users a toolbar is good for your customers and good for you. It puts your site right in front of their faces every time they launch their Internet browsers, putting you first in line ahead of the thousands of other sites lusting for their attention.

Your users get one-click access to your site and to other sites they're interested in, PLUS truly awesome search capabilities that play nice with other toolbars like Google and Yahoo. Your Conduit toolbar gives you direct access to your users and gives them up-to-the-nanosecond Web-based information RSS.