



***Transform your Business
with
Customer-Focused Design and Innovation***

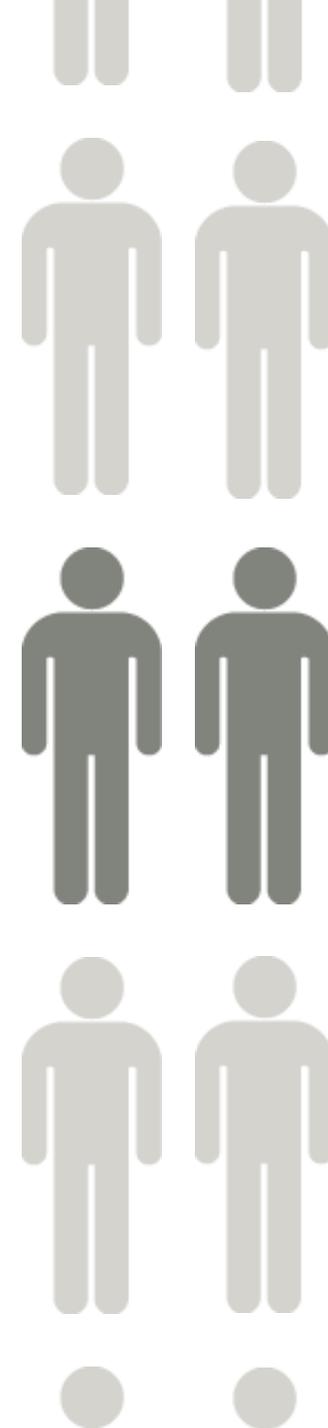
Bruce Haldane

Vice President

Customer Experience & Product Management

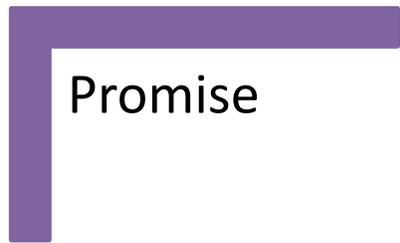
AVG Technologies

Relationships

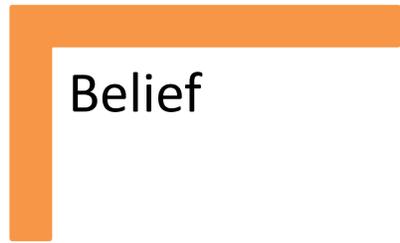




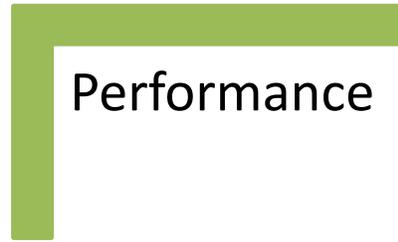
Attraction



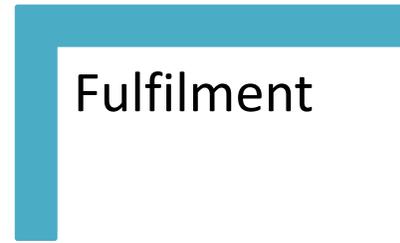
Promise



Belief



Performance



Fulfilment

Attraction



Attraction



United States | [Change your language](#) |

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People who know security recommend AVG

- Ranked #1 in threat detection by independent testing labs
- One of the fastest scanning speeds available

[Download and try now](#)

AVG Internet Security 2011
Award winning threat protection

NEW AVG Family Safety
Make sure they're safe online

NEW AVG LiveLive™
Online backup, sync and share

BUSINESS SECURITY

AVG Internet Security Business Edition 2011

Vital security for your small or medium-sized business. Protect your laptops, PCs, file servers and email servers, all in one easy-to-install package.

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AVG Internet Security 2011

Ultimate protection for everything you do online including surfing, shopping, downloading and banking. Now featuring NEW social networking protection for popular sites like Facebook.

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EXISTING CUSTOMERS

Make sure you have the latest protection.

Upgrade to our premium protection or learn more about renewal options and discounts for loyal customers.

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AVG Mobilation™ for Android™

Now for tablets and smartphones

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[AVG launches "AVG Family Safety" to protect today's tech-savvy but increasingly vulnerable children online](#)

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AVG PC TUNEUP 2011

Get the most out of your PC by fixing issues affecting its performance, optimizing your Internet connection and permanently deleting files from your hard drive.

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RESELLER PROGRAM

AVG solutions are well-suited for Reseller sales. Learn more about the AVG Reseller Program and sign up today!

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AWARDS

AVG has won many awards for its speed, ingenuity and ease of use over the past decade. Here are just a few of them:
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Attraction



AVG PC Mobile Tablet Business Support

Relax with our best protection for you and your privacy

for your mobile too

be protected

AVG Internet Security 2014
Download Free Trial

Looking for free antivirus?
AVG AntiVirus FREE 2014

Free Mobile Protection
Protect and speed up your mobile

Get your PC back in shape
Speeds up, cleans up, powers up

Your privacy. Your choice.
Fix now with AVG PrivacyFix

We're already protecting 155 million active users. Join them and be secure knowing we've got it taken care of so you can get on and just be yourself.

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Products News Support All that's new

Protect your privacy

Stay protected

Locate your phone

Protect your privacy

Stay protected

Locate your phone

Google play Search

AVG Privacy Fix

2100 Mobile - September 23, 2013

Install Add to Wishlist

FREE!

Manage privacy settings on Facebook®

Get alerts about privacy risks

Control tracking

4.6

208 total

Great on Galaxy S4 Liked a lot option to unsubscribe from the ad publishers. Also worked great

AVG PrivacyFix What a FANTASTIC SOFTWARE!! AN EASY \$100.00, \$149.99 SOFTWARE!! AND IT'S AWESOME!!

171 people +1'd this.

2.47MB

AVG Privacy Fix

AVG MOBILE

INSTALL

FREE!

Manage privacy settings on Facebook®

Get alerts about privacy risks

Control tracking

AVG PrivacyFix™ is the simple way to manage your online privacy through your mobile device. Download it now and get access to one main dashboard that quickly & easily shows you what and with whom you're sharing stuff on

Promise



intelligence



stability

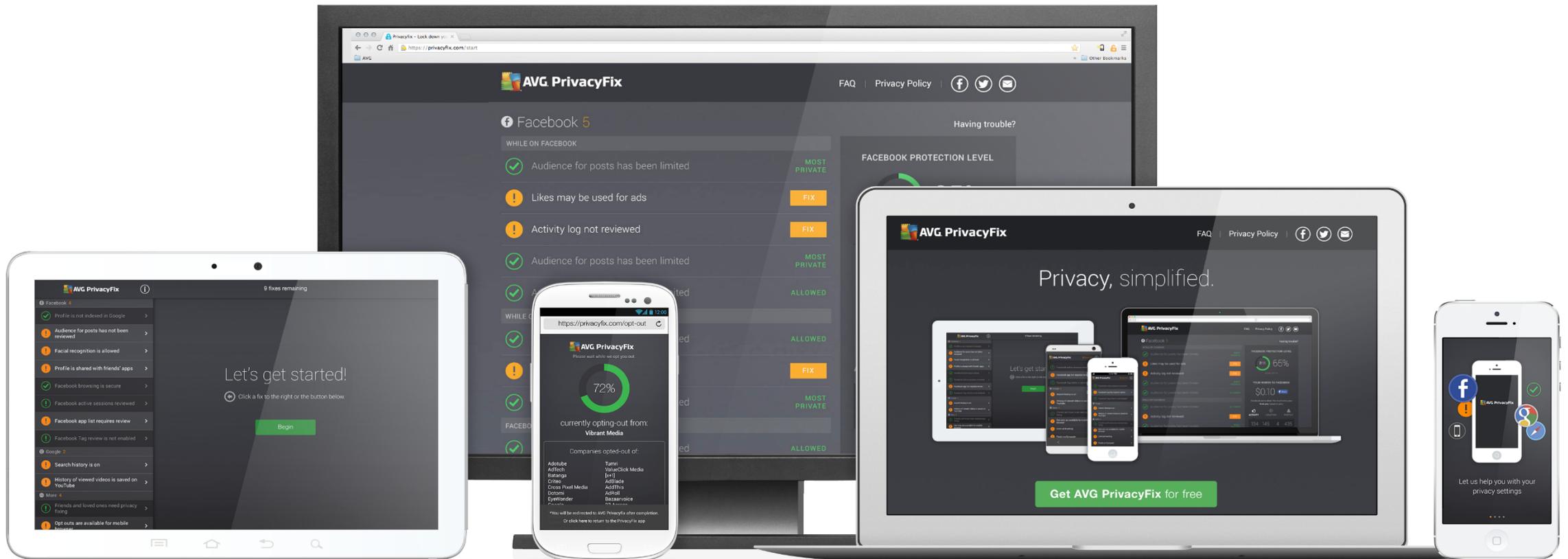


sex



all of the above

Promise



Belief



Family – theirs and yours



Friends– theirs and yours

Belief



lifehacker

Tips, tricks, and downloads for getting things done.
APP DIRECTORY · DOWNLOADS · PRODUCTIVITY
MONEY · SECURITY · DIY · DEALHACKER

TOP STORIES

- How Long to Nap for the Biggest Brain Benefits
- 10 Common Tech Questions (and Their High Tech Explanations)
- Five Best USB Hubs
- The Logic Behind 19 Common Interview Questions
- Seven Things I Wish I Knew When I Started Running
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- Turn Any Fruit Juice Into Homemade Alcohol
- The Things Nobody Tells You About Grief
- Shut Down Windows 8 With a Keyboard Command (and Avoid the Charms Bar)
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- The Two Simple Equations That Lead to Financial Success
- How Often Should I Charge My Gadget's Battery to Prolong Its Lifespan?
- Know the "Sister Bra Sizes" to Quickly Find a Bra That Fits

ERIC RAVENSCRAFT · DOWNLOADS · 9/05/13 4:30am · 8,525 · 10

AVG PrivacyFix Audits Your Facebook and Google Accounts for Privacy

Android/iOS: You don't need a PhD to understand Facebook or Google's privacy settings, but it couldn't hurt. However, if you'd like to skip the eight year program to figure out which buttons to unchecked, AVG PrivacyFix can tell you which settings you need to adjust.

Once you use the app to log in to your Facebook, Google, or LinkedIn accounts, it will return a report on which privacy-related settings may need to be adjusted. Keep in mind that some of these settings may disable or affect features you want (like Google Now), but if you haven't done a good privacy audit recently, this can be a great place to start.

Ads by Google
Dropbox™ for Business
Easy Secure File Sharing & Sync. Cloud Backup. Start A Free Trial.
Dropbox.com

Objective recommendations



Word-of-mouth

Performance



All about emotional impact – good vs. bad

Performance



A – white

B – golden

C – black

D – violet

The image displays four versions of the AVG PrivacyFix website, each with a different color theme: A (white), B (golden), C (black), and D (violet). Each version shows a privacy audit for Facebook and LinkedIn. The audit results are presented in a list of items, each with a status indicator (e.g., 'Good!', 'Fix', 'Not reviewed', 'Allowed', 'Not allowed'). The white theme (A) features a clean, minimalist design with a white background and blue accents. The golden theme (B) uses a warm, golden-yellow color palette. The black theme (C) is dark, with white and orange accents. The violet theme (D) is a deep purple, with white and green accents. The content of the audits is consistent across all themes, showing various privacy settings and their status. For example, in the Facebook audit, items include 'Audience for posts has been limited', 'Likes may be used for ads', 'Activity log not reviewed', 'Tag review is enabled', and 'Facial recognition is allowed'. The LinkedIn audit shows 'Others can see when you view their profile', 'Public search visibility has been reviewed', and 'Changes to your profile are not broadcast to your connections'. The bottom of each screenshot features a footer with social media icons and a call to action: 'Did you find this service useful? Spread the word!'. The overall layout is clean and professional, with a focus on readability and user engagement.

Q. Which is best?

A. The one that results in the right emotional responses.

Performance



A – white

B – golden

C – black

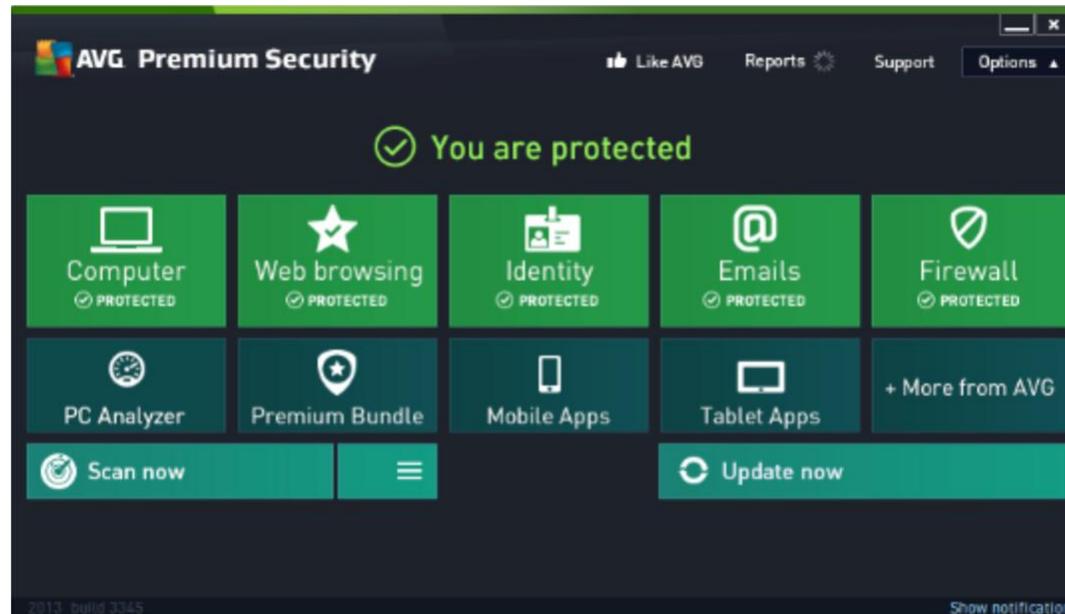
D – violet

The image displays four versions of the AVG PrivacyFix website, each with a different color theme: A (white), B (golden), C (black), and D (violet). Each version shows a privacy audit for Facebook and LinkedIn. The audit results are presented in a list of items, each with a status indicator (e.g., 'Good!', 'Needs review', 'All good') and a 'Fix' button. The white theme (A) features a clean, minimalist design with a white background and blue accents. The golden theme (B) uses a warm, golden-yellow color palette. The black theme (C) is a dark, high-contrast design with white and orange accents. The violet theme (D) features a deep purple background with white and green accents. Each version also includes a 'Did you find this service useful? Spread the word!' section at the bottom with social media sharing icons for Facebook, Twitter, and YouTube.

Q. Which is best?

A. The one that results in the right emotional responses.

Performance



Deliver the promise quickly, and consistently

Performance



Measure, learn, improve
(build analytics into your products)

Fulfilment



listen



talk



support

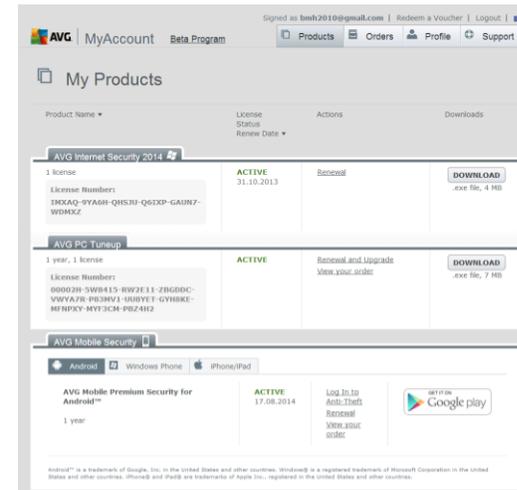
Fulfilment



automatic



in-app
discovery

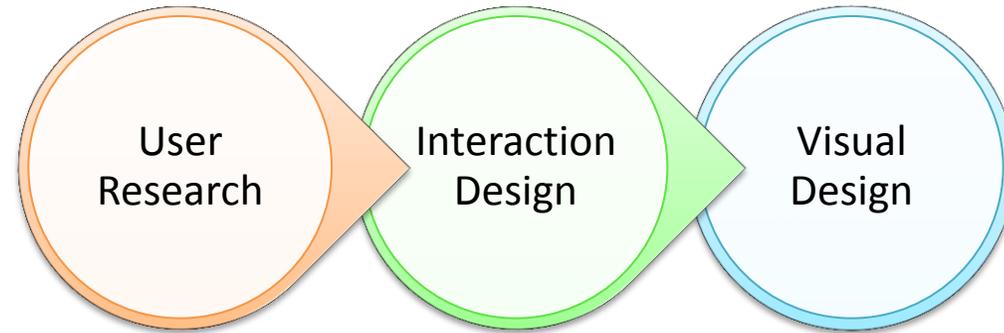


self service

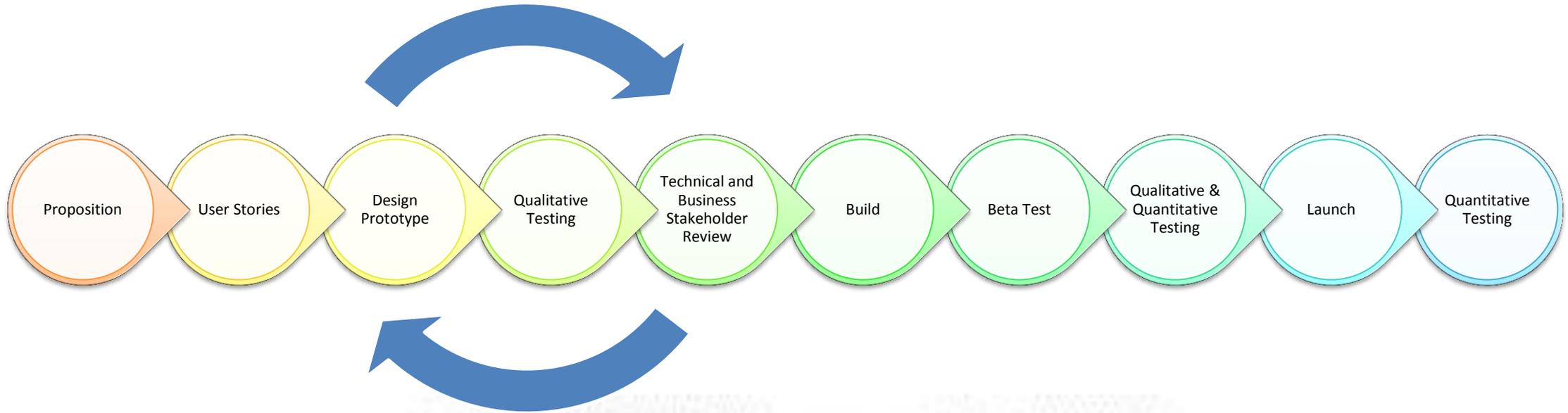


assisted

AVG Customer Experience



AVG Customer Experience



AVG Customer Experience

Top ratings (press, customers)

4X Engagement

2X Conversion

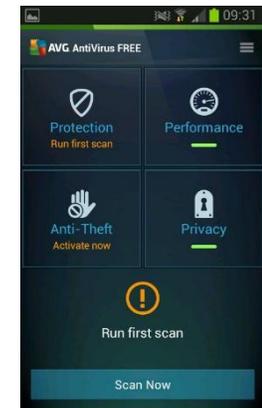
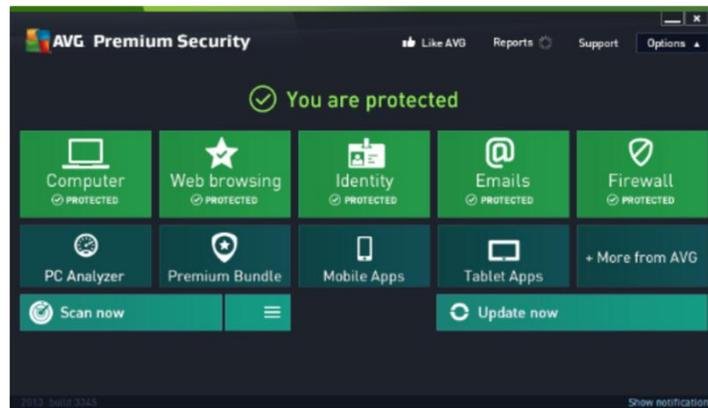
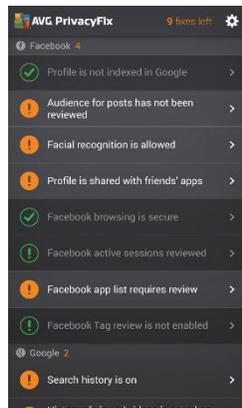


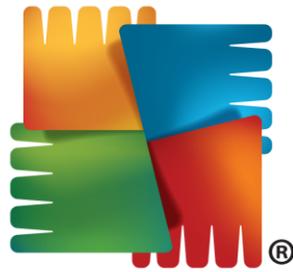
AVG Customer Experience

Invest in CFI (design first)

acquire and build great relationships

drive Customer Lifetime Value





AVG®

Be Yourself