

iWon Generates Winning Conversions for a Consumer Packaged Goods Advertiser by Delivering Highly Qualified Consumers

A major consumer packaged goods company approached iWon with a new product campaign. Targeted to women, the brand already enjoyed high levels of brand awareness. The advertiser's objective was to communicate the benefits of a specific product and build their customer database.

objectives

Creating a Customer Connection

- 🔄 Communicate product benefits.
- 🔄 Drive consumers to the website to learn more about the product and interact with the brand.
- 🔄 Build a customer database.
- 🔄 Increase repeat visitors.

The iWon program delivered highly qualified consumers resulting in a 45% conversion rate and ranking iWon as the top source of traffic for the advertiser's site.

the iwon solution

High Impact Ad Formats Leap Out of the Box

iWon developed a cohesive program that included multiple ad formats utilizing technology unique to iWon.

Since product education was a key objective, iWon worked with the advertiser to create a program composed of prominent ad units with generous real estate to communicate product benefits, including Interstitials, Pop Ups and Channel Showcase ads.

The campaign ran in targeted content ideal for reaching women such as Fashion & Beauty and Celebrity Gossip.

Utilizing iPersonalize, an iWon proprietary technology that leverages the iWon consumer database, some ad formats included the consumer's name in the creative for maximum relevancy and one-to-one communication. To further engage consumers with the brand, iPersonalize technology was combined with iAttract ads to create personalized creative that leaps off the page.

Placement on the iWon Home Page and on iWon Daily gave the advertiser access to the iWon loyal audience of 11 million consumers in the most highly frequented areas on the site.

industry

- 🔄 Consumer Package Goods

program elements

- Rich ad formats
 - 🔄 250x250 Pop Up
 - 🔄 Interstitial
 - 🔄 iAttract
 - 🔄 iPersonalize
- Channel targeting
 - 🔄 Fashion & Beauty
 - 🔄 Entertainment
 - 🔄 Celebrity Gossip
 - 🔄 Love & Advice

results

iWon is the #1 Source of Traffic with a 45% Conversion Rate

As a result of the advertising program on iWon, the advertiser experienced an average conversion rate of 45% across all ad formats, receiving customer information on nearly one out of every 2 consumers who clicked on the ads. With a highly loyal and engaged audience, out of the box advertising formats with personalized messaging, and relevant content targeting, iWon delivered highly qualified customers. In one month, iWon delivered over 90,000 customers to the advertiser's site, making iWon the #1 source of traffic for the site according to Jupiter Media Metrix.