

## Continuity Offer Publisher Leverages iWon Loyalty Platform to Generate More Than 100 New Members Each Day

A continuity offer publisher with a family of products targeted to different affinities came to iWon with the objective of generating club registrations and paid subscriptions. iWon created a targeted media and email campaign that drove high-volume qualified traffic to the advertiser's offer utilizing ad formats that pre-populated consumer registration information to maximize response rates.

objectives

**Generating Sales**

- 🔄 Generate registrations
- 🔄 Generate paid subscriptions.

The iWon program delivered more than 100 new members a day during the first two weeks.

the iwon solution

**iWon Loyalty Platform Maximizes Response Rates**

To promote the advertiser's suite of products targeted to various affinities, iWon created a program that include targeted email, targeted media, and promotional elements.

To deliver qualified consumers for each product, iWon provided pinpoint targeting via demographic and affinity targeted emails, channel targeted ad placements, and a targeted offer consumers would self-select in the Monthly Bonus Program.

In addition to delivering highly qualified consumers, iWon facilitated the registration process by pre-populating the advertiser's registration form with consumer data. iWon has highly accurate registration information on 90% of site visitors. By making the registration process quick and easy for consumers, iWon significantly increased response rates for the advertiser.

For those who registered for the offer, consumer data was seamlessly transferred to the advertiser.

**industry**

- 🔄 Continuity Offers

**program elements**

- 🔄 Channel targeting
- 🔄 Email List Rental
- 🔄 Demographic targeting
- 🔄 Affinity targeting
- 🔄 Channel targeting
- 🔄 Monthly Bonus

results

**100 New Customers Delivered Each Day**

The integrated program on iWon resulted in more than 100 registrations each day during the first two weeks of the campaign. With measurable success from this initial campaign, the advertiser returned to iWon to build registrations for other products and is working with their advertising agency to pursue a larger program to support their other products.