

## iWon is a Top Traffic Driver for a Financial Services Advertiser

A financial services advertiser came to iWon with the objective of driving qualified traffic to their site. Utilizing rich ad formats unique to iWon and contextual targeting in iWon rich content channels, iWon succeeded in driving substantial traffic to the advertiser's site, becoming the #1 source of traffic during the course of the campaign.

objectives

### Driving Site Traffic

- Drive qualified traffic to the advertiser site.

Utilizing rich ad formats and targeted media, the advertiser's campaign resulted in an average 5.4% click-through rate, 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.

The campaign ran in targeted content including the Real Estate Channel, Mortgage Center, and keywords.

Utilizing iPersonalize, an iWon proprietary technology that leverages the iWon consumer database, ad formats included the consumer's name in the creative for maximum relevancy and one-to-one communication. iAttract ads captured consumer attention with creative that leaps across the page.

The advertiser was able to take advantage of these unique creative formats without incurring additional production costs or taxing internal resources. iWon provided both creative development and production at no additional cost.

### industry

- Financial Services

### program elements

- Rich ad formats such as iAttract & iPersonalize
- Channel targeted media in Real Estate & Mortgage Center
- Keyword targeting

results

### iWon is the #1 Source of Traffic with Click-Through Rates That Are Off the Charts

As a result of the advertising program on iWon, the advertiser experienced an average click-through rate of 5.4% across all ad formats. Targeted ads in the Mortgage Center experienced click-through rates as high as 12%. iWon offers the audience most likely to click on online ads among all portals (NPD Summer 2001). 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. For several months during the ten month campaign, iWon was the #1 source of traffic for the site according to Jupiter Media Metrix.