

CASE STUDY: MyFamily.com

Web Site Sponsors, Advertisers, and Publishers Succeed with Trapezo

The leading provider of free, private family Web sites, MyFamily.com attracts a highly targeted and engaged audience. The site touts over 250 million viewers who regularly spend 45 minutes per site session and view 77 pages per visit. This sizable opportunity for offering targeted sponsorships to qualified visitors has led MyFamily.com to seek advertising and sponsorship solutions to display ads and content on their pages.

MyFamily.com's core business is focused on providing first rate content and services for its site visitors. Sponsors and advertisers such as **Amazon**, **PlanetRx**, **Sparks.com** and **Uproar** have recently added the MyFamily.com site to their promotional strategies. These sponsors and advertisers, as well as many others, have created a need at MyFamily.com for an application to manage and display all advertiser and sponsor related content coming to them from disparate sources.

Managing Multiple Sponsorships

MyFamily.com and their dozens of sponsors and advertisers were finding that creating targeted, contextual, integrated product and service offerings across the site was a huge time and financial burden because the only means of integrating the content was manually. Additionally, hand coding each placement and offering did not allow for dynamic personalization. It was difficult to ascertain which sponsorships and ads were effective. Further, new sponsors and advertisers faced the daunting task of uploading and integrating their content or product catalogs with MyFamily.com's site. In order to keep the content current a tremendous amount of manual work was required. The constant attention these partnerships mandated appeared cost prohibitive, despite the higher potential for performance.

MyFamily.com chose Trapezo's Partner Fusion PlatformSM, on the premise the visitor experience could be enhanced, sales and click-throughs could increase, specific offers could be implemented and that every item could be targeted, relevant and displayed based on the behavior of their visitors. They were right.

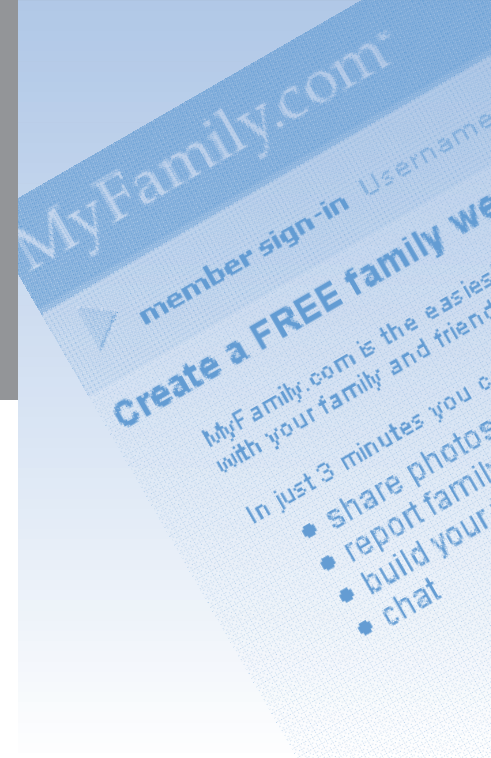
CHALLENGE:

Provide a scalable, dynamic sponsorship management architecture with real-time reporting and optimization, driving revenue and brand loyalty that sets-up quickly with minimal technical knowledge.

SOLUTION:

Recognizing the opportunity to provide these sponsorship offers as value-added content, MyFamily.com used the complete end-to-end ASP, the Partner Fusion Platform, to embed their sponsors and advertisers products and services directly into the MyFamily.com site pages.

The Platform places sponsor and advertiser messages on MyFamily.com's pages in contextual, relevant pre-assigned areas called Sponsorship Modules. MyFamily.com can now effortlessly support multiple brands with logos, product pictures and relevant links.



The Platform's Web-based interface requires almost no technical know-how. Simply logging on to the secure application, MyFamily.com sets distinct business terms for each sponsor or advertiser, tracks performance in real-time and makes changes immediately.

The Platform powers MyFamily.com's growth, enabling them to add new partners instantly by automatically uploading their catalogs without sponsor or advertiser effort. New partner catalogs are integrated into MyFamily.com's site within two days.

“What we like best about Trapezo is that, yes, you can deliver relevant content within a relevant space. Trapezo provides you with a flexible environment giving you the ability to have a whole new look and feel within 24 hours. This is much faster than having a designer designing banner ads. With Partner Fusion, we can change the look and feel of a banner (module) without re-coding, so, from a backend stand point, it's much more efficient.”

— Richard Johnson, Director of Ad Sales, MyFamily.com

CONCLUSION:

With Trapezo's end-to-end hosted solution, MyFamily.com was able to offer sponsor and advertiser products and services as value-added content, enhancing the visitor experience. MyFamily.com did not have to install or update software and the initial set-up with existing partnerships only took a few hours. Using a single, secure Web-based interface, MyFamily.com succeeds with 24/7 availability and integrates new sponsors and advertisers into their site in under a day. With the Platform's automatic updates and personalization capabilities, it helps MyFamily.com raise the return on investment for their sponsors and advertisers.

MyFamily.com succeeds by offering:

- Sponsor information, products and services as value-added content
- Sponsorships that get results: a consistent 300% higher than traditional banner advertising
- Integration of new advertiser and sponsor content into their pages in minutes
- Real-time reporting and automatic content optimization
- Increased revenue and cost savings
- Personalized, targeted offers for each site visitor

“It is increasingly difficult to deliver 1-to-1 ad content to end users. With Trapezo we have definitely found an uplift in sales click-throughs.”

—Richard Johnson, Director of Ad Sales, MyFamily.com

Trapezo

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