

CASE STUDY:2 MyFamily.com

MyFamily.com Grows New Sponsorships, Nurtures Existing Ones

Create a FREE family website

MyFamily.com is the easiest way
with your family and friends use

- In just 3 minutes you can create a website
- share photos
- report family news
- build your family tree
- chat

MyFamily.com wanted an efficient way to manage advertising partnerships and attract new sponsors. They chose a Trapezo advertising solution because it made dynamic sponsorship content management easy, cut costs, and drove advertiser revenue to their site.

Change Presents Challenges

Like any family, MyFamily.com has had to evolve with changing times. The company was founded 17 years ago. In the beginning, they published history books and magazines. Today, they provide secure websites where families post news, create photo albums, hold live chats, and maintain event calendars. Because these sites are free to the user, advertising sponsorships are essential to MyFamily.com's bottom line. After going online, they found that the print advertising model did not satisfy web advertisers. If MyFamily.com were to generate revenue through advertisers, they'd need to show tangible results.

The promise of advertising sponsorships sounded great. But MyFamily.com and their partners found it difficult to create targeted, contextual, and integrated content offerings across the entire site. Not only did each bit of content require hand coding, it was difficult to judge the effectiveness of each campaign, and therefore, difficult to adjust them appropriately.

It also became difficult for MyFamily.com to implement new partnerships while maintaining the existing ones. New partners faced the daunting task of uploading and integrating their content in the look and feel of MyFamily.com. Technology constraints were constant. Resources were tapped. The potential for performance was not being realized.

Trapezo Presents Solutions

Implementing a Trapezo advertising solution let MyFamily.com free up internal resources that were once dedicated to hand coding. Nowadays, MyFamily.com manages sponsorship content from a single web interface. They add partnerships and upload new advertiser sales and promotions on a moment's notice. And Trapezo's optimization acts as watchdog for MyFamily.com: with optimization, group





responses are monitored, data is aggregated, and campaigns are adjusted on the fly-- without the use of cookies. Through Trapezo-fueled sponsorship content management, MyFamily.com advertisers have achieved a click through rate 300 percent better than before. That's good news for everyone.

Get the Picture?

Ceiva.com did. The digital photo sharing service placed their sponsorship content in MyFamily.com's eShop. With a Trapezo advertising solution in effect, Ceiva was able to take advantage of the holiday sales rush with a Halloween photo contest. Users submitted their favorite Halloween photos and with each new page view, photo submissions and poll results were automatically updated. Ceiva was able to alternate digital photos within a sponsorship module touting their

Internet-connected, digital picture frame. Meanwhile, users were shown the most popular Ceiva banners. Trapezo's optimization improved campaign results: the content that generated the best user response was automatically shown more often. With a Trapezo advertising solution, campaign management was a snap, and all parties benefited: MyFamily.com managed sponsorship content easily and effectively, Ceiva received a solid campaign ROI, and users viewed targeted, relevant content.

A Healthy Family

Nowadays, a healthy family of sponsorship advertisers is growing at MyFamily.com, and campaigns are well adjusted. Richard Johnson, director of ad sales at MyFamily.com admits that past partnerships have suffered underneath resource and technology constraints. But with Trapezo, he says, "we've found an uplift in sales click-through."



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