

# Attract Customers With Targeted Sponsorships

Jupiter Communications predicts that by 2005, online advertising revenue will reach \$16.5 billion, outstrip magazine advertising, and become the fourth largest advertising medium.

But this explosion will create clutter, Jupiter says, and bombard the average surfer with more than 950 Internet marketing messages per day. To break through this clutter and reach customers, companies must look beyond the banner and mount a well-rounded marketing effort.

Increasingly, companies are using their marketing dollars on sponsorship advertising. Sponsorship, companies say, are a way to implicitly affect individual customers and increase the overall effectiveness of campaigns. In 1999 alone, U.S. companies spent 27 percent of their Internet advertising budgets on sponsorships. This number will grow, and not because the options are few. Put simply, sponsorships work.

## Eliminate Implementation and Management Headaches

The statistics are encouraging, but implementing sponsorships and managing dynamic content has its headaches.

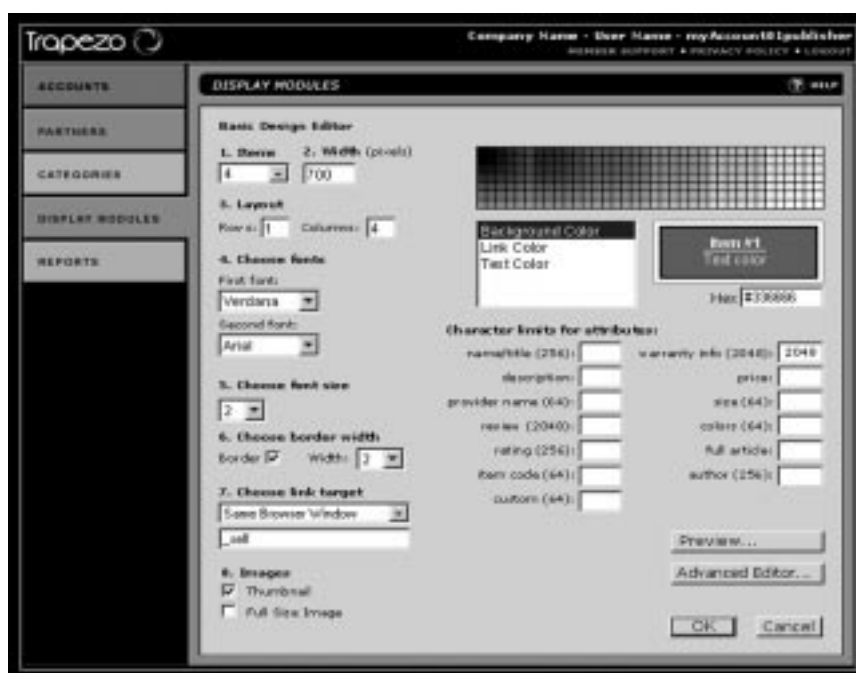
Often, the process results in an overwhelming strain on employee resources where entire staffs hustle to hand code sponsorship content in an effort to keep it fresh and relevant. Campaign deployment is delayed. Time sensitive, revenue-generating content gets caught in the queue. Customers receive non-targeted offers. Profits shrink.

With buying patterns in constant flux, companies need a technical solution that automates the management cycle of dynamic sponsorship content. With such a solution, targeted content reaches the right customer group at the right time, a positive campaign ROI blossoms, and profits increase.

## Automate the Process with Trapezo's PFP Advertising Solution

Now there's an easier way. Trapezo's PFP advertising solution is the most effective tool for managing every aspect of your sponsorships.

With PFP, you can access your sponsorship campaigns through a single web interface, format content via a time-efficient point and



click system, and deploy it in the site's exact look and feel. Through PFP targeting technologies, you can integrate your various customer groups and buying scenarios into the process as well.

The business world moves quickly. So PFP advertising solution helps you deploy campaigns at a speed equal to the flux of buying patterns. Offers, creative, and site placement of sponsorships are continually updated. Dynamic sponsorship content is targeted to the right customer at the right time. A PFP database technology tracks and records which customers clicked on what links. Through this database, content and merchandising managers can regulate ordering and avoid overstocking of products.

As a result, click-through rates rise, satisfied customers return, and the ROI increases.

The choice is automatic. Now there's an easier way manage dynamic sponsorship content and improve campaign results.

**For more information,  
contact Trapezo today.**

### What PFP Advertising Solutions Give You:

- **Targeted Sponsorship Content Delivery:** PFP Advertising Solutions take customer groups, specific buying scenarios, and sponsorship agreements, then produce specific messaging, and offers.
- **Fast Deployment:** No manual coding is required. Anyone can manage, distribute, and update the components of each campaign. Content is updated in real-time, and matches each site's look and feel.
- **Dynamic Adjustment:** PFP Advertising Solutions deliver nightly reports on click-throughs and buying patterns. You can track the effectiveness of your campaigns, then adjust sponsor messaging, creative, and offers accordingly.

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