

CASE STUDY:3

ZDNet

Trapezo Helps ZDNet Target Offers to Readers

When ZDNet wants to target their most current, relevant, revenue-generating offers to users, it turns to Trapezo's Partner Fusion PlatformSM solution or PFP.

ZDNet.com is a hugely popular destination for those millions of consumers looking to buy technology, use technology, and stay abreast the latest developments. The spectrum of its readership includes today's decision-making CEOs, tomorrow's technology-savvy developers, and smart consumers who use research to justify purchases. ZDNet knows it must consistently deliver the world's most relevant, cutting edge content. When readers want virus protection info, reviews of investment tracking tools, and countless other knowledge resources, it is ZDNet they turn to.

"Before Trapezo, we were delivering static, stale content to our users," says Peter Martin, a ZDNet.com product manager. "Trapezo's dynamic solution ensures that we deliver only what is relevant."

The Writing on the Wall

Serving relevant promotional offers will generate more revenue. Every business knows it. But then again, some things are easier conceptualized than implemented. Case in point: when ZDNet began developing a suite of online courses, it struggled to deliver optimized course offerings to the right kind of user. The hand coding necessary to format and rotate dynamic content became a strain on internal resources. But, when ZDNet implemented the PFP solution, woes were replaced by dynamic content, delivered automatically.

Nowadays, when ZDNet users click to learn about the latest multimedia offerings, they are shown course offerings for Macromedia Director 8, Flash 4, and C Level Programming. When ZDNet users select an article on "CD burners", they are presented with online courses for PC Building, PC Troubleshooting, and PC Upgrading. Trapezo's PFP solution works behind the scenes, searching for relevant content, and delivering it. With every click, users are exposed to courses that reflect their interests. Course dates are automatically updated within each module, and users can view all courses at once if they so choose. Meanwhile, Trapezo's proprietary optimization technology makes sure the most popular courses are shown with higher frequency.

A Timely Solution

For ZDNet, the PFP solution means less time and money spent on hand coding resources. It means automated content rotation, cookie-free optimization, a higher click through rate, and in the end, more revenue generated. And regardless of what ZDNet users click on in the beginning, they can rest assured the end results will be relevant.

"The Trapezo service is working really well for us," says Martin. "We've already started looking for other ways to implement it."



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