



Buying Audiences, Not Impressions

Challenges:

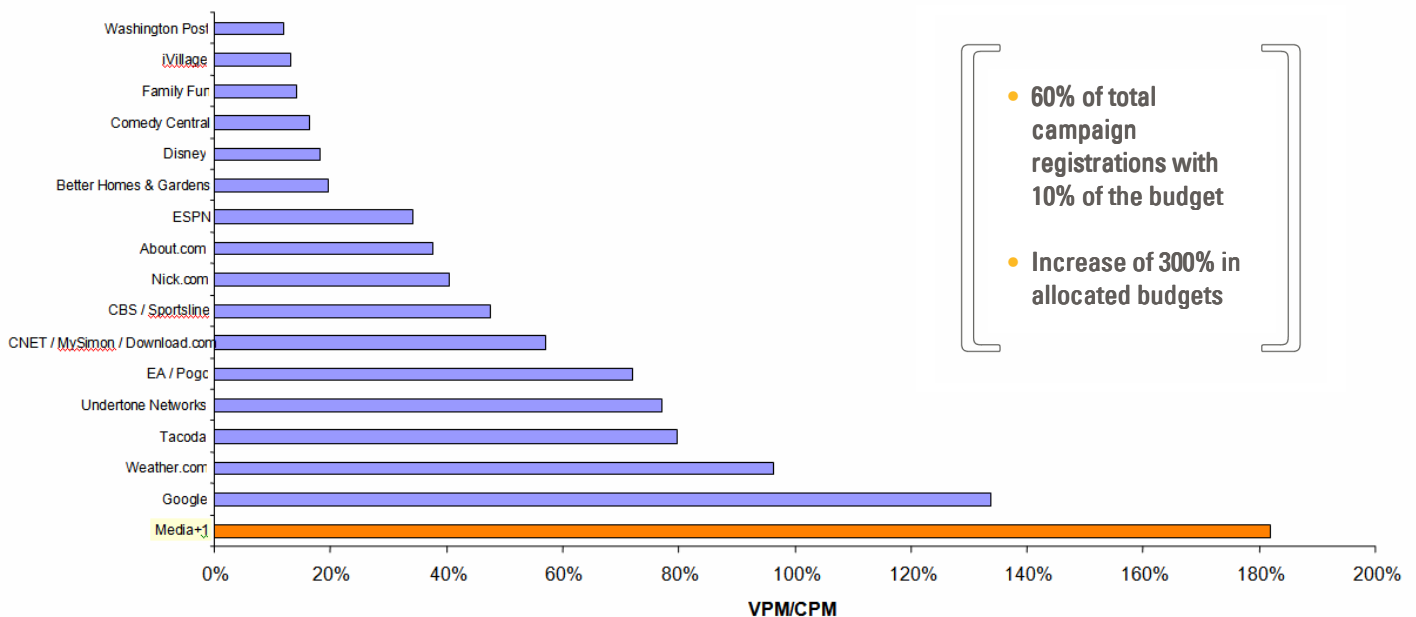
1. CPM's on targeted media were increasing without a corresponding increase in performance, driving up the CPA in excess of the desired goal.
2. CPM's on untargeted, broader reach network media, while low, were unable to provide an audience likely to convert to AOL subscribers.

Solution:

- AOL chose [x+1]'s **media+1**, a solution that screens audiences and enables impressions to be targeted towards the audience most likely to convert to a subscriber for AOL, while allowing the network publishers to garner the highest ROI for their inventory.

Results:

- **media+1** drove more than 60% of the total registrations of the campaign while having been allocated only 10% of budget allocated for this effort, far exceeding expectations.
- **media+1** was able to uncover the desired audience segments likeliest to convert to AOL subscribers and model them for additional buys outside of the network buys allocated towards [x+1].
- Participating network publishers, previously considered poor performers based on previous conversion rates, saw an increase of 300% in allocated budgets.



About [x+1]:

New York-based [x+1] helps marketers simplify their online marketing and achieve greater return on their overall marketing investment. We are reinventing the field of conversion optimization by combining insightful customer service from internet marketing experts with proprietary technology. Leading companies in financial services, telecommunications, on-line services, and automotive industries have significantly increased message accuracy, customer response and ROI with [x+1].