

case study

IAC Search and Media



Fun Web Products - Screensavers, Smileys and Fun for all
6.4 Million Downloads in 2007

The Client:

A leading producer of interactive web products.

Why Epic:

"We worked closely with Epic on the launch of a new product last year. The team at Epic really worked hard to seed the product in the market, and they were successful at driving a lot of new business volume for us. And our account management has been excellent. We are very pleased with our results on this program."

- Marketing Director, IAC Search and Media

Objectives:

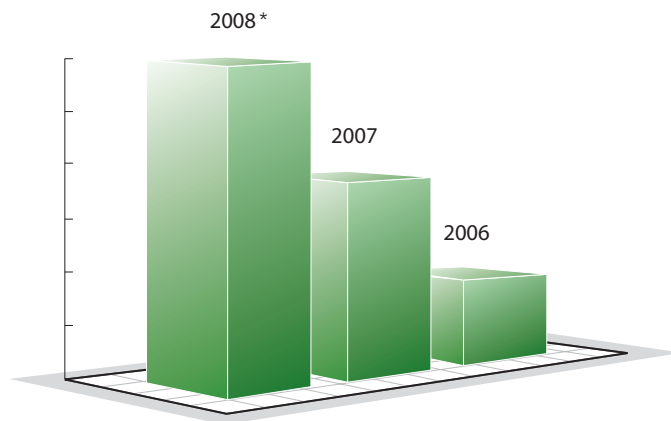
- Maximize product downloads targeting international and domestic traffic.
- Connect users with new brands and products via search and display marketing techniques.

Strategy:

Epic implemented a strategy of vigorous campaign promotion, established clear marketing guidelines, designed and implemented a targeting plan for ad placements and PPC keyword campaigns. This approach, utilizing two of the most current online traffic sources reaching the most desirable users, has produced unparalleled results for the Ask.com customer acquisition division.

Epic Results:

- Performance: 43% increase in product downloads in 2007.
- Projected 45% increase in product downloads in 2008.



Downloads
*Projected