

case study

True.com



Bringing Together Singles Nationwide
4.5 Million customers delivered since 2006, and counting....

The Client:

The leading scientifically based, online relationship service, whose mission is to help singles find long-lasting and fulfilling relationships. Founded on an advanced, scientifically based compatibility test uniquely endorsed by *Psychology Today* and independently certified to meet the *Standards for Educational and Psychological Testing*, TRUE is the only online relationship service that actively seeks to further protect the safety of its communicating members by conducting criminal background screenings and single-verification screenings. With the help of proprietary research and in conjunction with national and international advisors in the field of relationship and psychology, TRUE's team of experts guides members step-by-step through all stages of the relationship-building process.

Why Epic:

"Epic Advertising has been an instrumental marketing partner in the continued growth and success of True.com. Utilizing virtually every aspect of strategic Acquisition Marketing efforts, Epic Advertising has been able to contribute to the growth of the True.com brand at a significant pace."

- VP of Acquisition Marketing, True.com

Objectives:

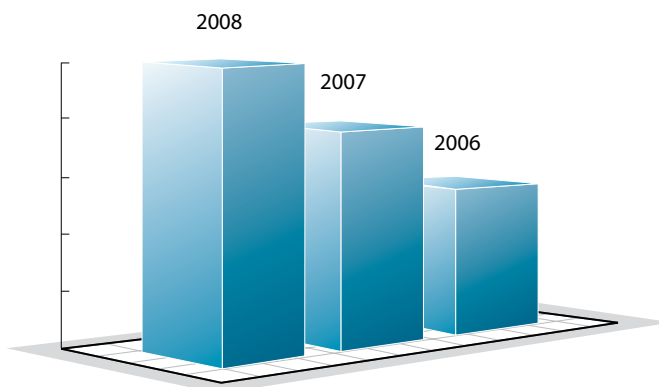
- Drive new customers to the True.com website within ROI target.
- Develop and integrate co-branded websites into the True.com registration path. Manage and monitor those websites, inclusive of creative development, marketing and promotional plans.
- Execute marketing and creative optimization testing.

Strategy:

Epic worked with True.com to develop and implement a strategy that included continual traffic evaluation and development, data analysis, ppc marketing, media buying, and creative review. We developed highly targeted keyword lists that captured users at the heart of the True.com target demographics.

Epic Results:

- 25% increase in new customer acquisitions in 2007; projected 22% increase in 2008.
- Actively managed and optimized publisher traffic to ensure True.com customer quality metrics are maintained.
- Developed exclusive, co-branded websites, implemented multiple private and hosted campaigns, expanding promotional opportunities available to the publisher base by 27.4%.
- Launched innovative landing pages, performed ongoing creative optimization utilizing multivariate analytics. Over 400 new creatives were produced in 2007.
- Demonstrated the Epic commitment to maintain and improve success metrics with a winning combination of superior campaign management, analytics, reporting and client service.



Members Acquired

*Projected