

MYPOINTS INCREASES PERFORMANCE-BASED REVENUE EACH YEAR WITH COMMISSION JUNCTION

One of the top reward programs on the Internet, MyPoints® operates purely on advertising revenue. That might seem like a risky proposition for a publisher, but MyPoints, a member of the Commission Junction network since October 2000, has seen its revenue with the performance-based solution double each year. In order to achieve this growth, MyPoints has single-mindedly focused on evaluating the effectiveness of its advertising. This has been done by continuously optimizing its online relationships and by heavily exploiting the Commission Junction Open Marketplace and its valuable metrics.

MyPoints' efforts to maximize its advertiser placements have paid off handsomely. Its conversion rates are around 3 percent, more than 10 times the industry average. Many of its links are averaging a 5 percent conversion rate and up to a 22 percent click-through rate. The company generates thousands of sales each month for its advertisers, making the company a highly valuable publisher partner.

As a result, MyPoints has partnered with more than fifty Commission Junction advertisers that are a good fit for its reward program. MyPoints reward program members earn points for visiting Web sites, reading email, taking surveys, and buying products and services from participating advertisers. They can then redeem the points they earn for rewards, such as merchandise, gift cards, fine dining, and even vacations and frequent flier miles, all from name brand advertisers. MyPoints works closely with these advertisers to select the best offers for its audience and also maximize its ROI.

"We work with a number of Commission Junction advertisers and are able to negotiate deals that contribute significantly to our bottom line," said Brian Blackburn, director of marketing and commerce, MyPoints. "By developing strong relationships with those advertisers, we can improve on our success month over month and maximize our performance-based advertising revenue."

MyPoints says the key differentiator between Commission Junction and other solutions is its unique EPC (earnings per 100 clicks) metric. For MyPoints, the EPC metric, which is shown for each ad and advertiser in the network, makes it easier for the company to review potential partners and creative by their performance before investing time in the relationship. Higher performing ads are then placed on the site and tested to see how they perform.



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Director of Marketing & Commerce
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MyPoints has also found the Commission Junction staff easy to work with, responsive to its needs and helpful in forging its relationships with the network's top advertisers. Most recently MyPoints is focusing its attention on category-specific online centers, which have premium advertiser placements and content. The company's other advertising partners are promoted throughout MyPoints, including email inclusions and featured product placements.

With Commission Junction's technology, including its SmartRewards functionality, which enables publishers to track rewards for their consumers, MyPoints has the tools it needs to accurately measure its results and make highly informed decisions that will drive new revenue opportunities and further its success. 