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PERFECTMATCH.COM

Perfectmatch.com® Commits to CJ Associate™ and Increases Affiliate Sales by 300 Percent

Of the 10 million single adults who use the Internet, 37 percent have visited an online dating site, and 67 percent of all Internet users say they would go online to find a date. These are the findings of the Pew Internet & American Life Project and are corroborated by a JupiterResearch study that found that the online dating industry is growing despite user saturation. By 2011, online dating is expected to be a nearly \$1 billion business. The JupiterResearch study also concluded that although U.S. dating sites excel at converting browsers into subscribers, they will need to offer additional paid services to existing customers and seek new audience segments to stay competitive.

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For online dating and relationship site Perfectmatch, tapping into the high dissatisfaction with casual dating sites and serving a more mature, better-educated audience with greater disposable income has been the key to differentiating itself in a crowded space. Unlike other sites that allow visitors to either search for casual dates or choose from scientifically based matches provided for them, Perfectmatch is a hybrid model that attracts members seeking long-term relationships. The company targets users 26 and older and has achieved the most growth with the over-50 segment. To better reach this audience, Perfectmatch incorporated an affiliate program into its marketing mix to more cost effectively build its brand and reduce its customer acquisition costs.

When choosing to partner with Commission Junction, Perfectmatch had initially selected the CJ Vantage™ solution, which provided a number of benefits including a dedicated account manager and a customized deployment strategy. The program achieved strong early growth, but competitive pressure from premium relationship and casual dating sites and the emergence of social networking sites had contributed to a drop in sales volume.

Perfectmatch Affiliate Manager Matt Lawrence knew that if the company expected to continue its aggressive growth plan, it needed to do a more effective job of communicating its unique offering to attract top publishers. Lawrence decided to expand the team through the addition of CJ Associate, a solution that provides a dedicated program manager who has extensive experience in customer support, sales and performance marketing and an expert knowledge of Commission Junction's product offerings and network of high-quality publishers.

"Our Commission Junction team has treated us as more than just a 'client' from the beginning," says Lawrence. "They immediately identified the vast potential of our service and market opportunities and they communicated that to publishers." The Commission Junction program manager reworked Perfectmatch's program terms to offer publishers tiered compensation; recruited quality

publishers and optimized their efforts; and updated creative and content, all of which has resulted in continual month-over-month sales growth.

The Commission Junction program manager also diversified Perfectmatch's publisher base by developing coupon offers that attract coupon and deal publishers and coordinated the company's search efforts. "Commission Junction has delivered a truly integrated marketing approach by leveraging our extensive offline movie and TV initiatives to drive the most traffic to our Web site," says Lawrence.

After Perfectmatch added CJ Associate, the company immediately increased sales by 29 percent after the first month and tripled sales after 9 months. "With the assistance of Commission Junction and the building of our brand over the past two years, our affiliate program revenue has increased by 300 percent since implementation of CJ Associate in December 2005," reports Lawrence.

To achieve its goal of driving brand awareness and realizing aggressive sales growth, Perfectmatch has met the ideal partner in Commission Junction. "The Commission Junction team truly operates as an extension of our company," says Perfectmatch CEO Duane Dahl. "We expect that, with their assistance, we will double our sales for each of the next two years."

Commission Junction is a global leader in the online advertising channels of affiliate marketing and managed search. We drive quality results, deliver superior service, and develop sustainable relationships for advertisers and publishers through our performance-based solutions.

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