

TRUE.COM GROWS MEMBERSHIP AND SUBSCRIPTION RATES BY 119% WITH THE MIVA PRECISION NETWORK

:: Background

True.com is a leading online dating service and offers the True Compatibility Test. To drive memberships and subscriptions, True.com turned to Pay-Per-Click advertising on The MIVA Precision Network.

:: Campaign Strategy

The MIVA Precision Network allows advertisers to target campaigns to their specific business vertical. MIVA worked with True.com to develop a MIVA Precision Pay-Per-Click (PPC) campaign for the dating vertical to reach their target demographics and geographics.

► Keywords:

- MIVA's team of vertical experts provided True.com with high converting keywords for the dating vertical. True.com's Precision PPC Ads focused on approximately 1,000 keywords.

- Keywords included both generic terms like "dating" and specific terms such as "Miami dating" and "Houston love."

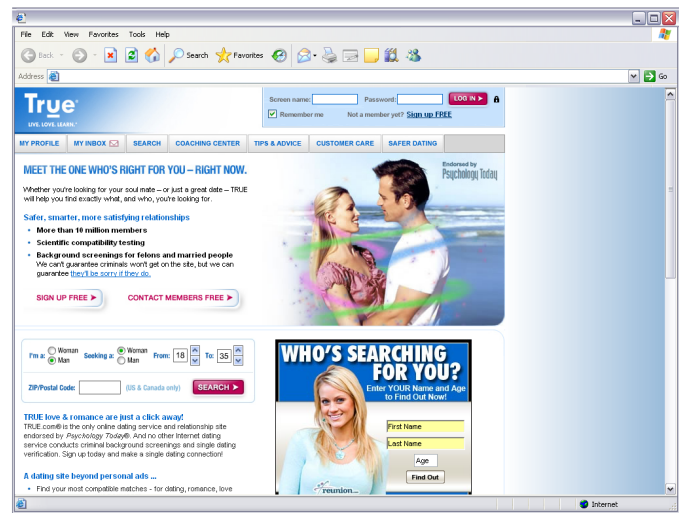
► Optimization:

- Keyword performance was monitored on a daily basis to ensure that positive ROI metrics were met. For True.com that meant subscription income consistently exceeded PPC costs by over 100%.

- MIVA continuously updated the Ads to take into account seasonal trends and associated new keywords. Keywords were increased eight-fold in 2007 over 2006.

:: Results

- **Conversion Rates:** True.com consistently sees a 2 to 1 ROI ratio, with a profitable conversion rate. For every \$1 True.com spends, they get \$2 back.
- **Memberships and Subscriptions:** Since beginning their MIVA Precision PPC campaign, the online dating site has seen a 119% increase in memberships and subscription rates since last year.



:: Client Quote

"We've seen a great return from our MIVA Precision Network PPC Ads - it's exceeded our expectations. MIVA's vertical approach has worked for us. We've been impressed by the quality of traffic and the MIVA team's understanding and knowledge about our marketplace."

- David A. Wright, Senior Manager, Affiliate Programs, SEM & Media, www.true.com

:: Contact us

To learn more about advertising on The MIVA Precision Network for your specific business vertical, call us toll free: 1 (888) MIVA-ADS or email us at: adsales.us@miva.com