



FULGENT & POLAROID2GO.COM

The Background

Polaroid2Go.com, an e-commerce site that offers a range of Polaroid imaging solutions and consumer electronics products for businesses and consumers, wanted to create leads and generate sales. Its target audiences for the campaign were small businesses and vertical industries such as construction, insurance, medical/healthcare and education.

Fulgent Media Group, Polaroid2Go.com's media agency, planned an online campaign that included search engine marketing, banner ads and a direct e-mail campaign. At its start on May 23rd, 2005, Fulgent ran the campaign's search element in house. As the campaign progressed, however, Fulgent Media Group recognized that the search element of the campaign might perform better if it was exposed to more specialized search engine marketing technology.

The Approach

Fulgent identified 24/7 Real Media's Decide DNA® platform as providing the bid management technology, keyword portfolio and landing page tracking needed to maximize Polaroid's online investment. Half way through the campaign, in late July, 2005, details of Polaroid2Go.com's existing Google campaign were migrated to Decide DNA.

The Results

In the first two months following the migration of the search campaign to Decide DNA, the Google campaign achieved:

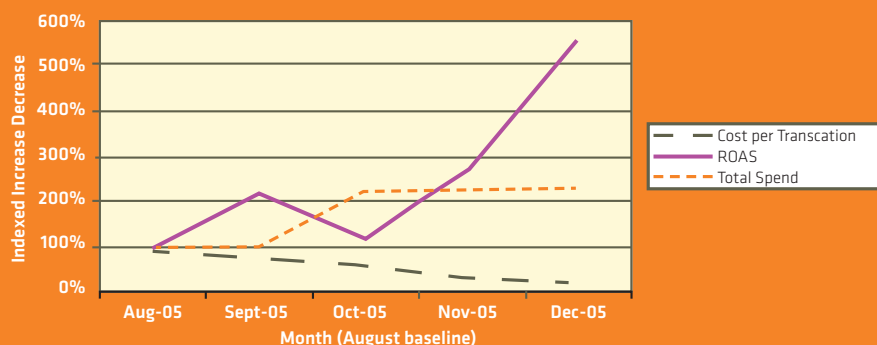
- A CTR 4x greater than before
- A Conversion to Sale rate 1.7x greater than before
- Revenues 16x greater than before
- An average order value 1.5x greater than before.

Transactions also continued to flow after the campaign had concluded. A consistent four week purchase tail was, in fact, experienced for all search activity, and during this period transaction volume was also directly related to the volume of banners that had been served four weeks beforehand.

Polaroid2Go.com then continued search marketing into the latter part of the year. In this period, while their total search spend leveled off at a little over twice what it had been in August, by December the return on that spend had increased to well over 500%, transactions had increased by a factor of more than 10, and the cost per transaction had diminished to less than 20% of what they had been.



POLAROID2GO.COM - INDEXED SEM TRENDS



The Science of
Digital Marketing

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For further information please visit us
online at WWW.247REALMEDIA.COM



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The Meaning of the Results

Technology Counts

Highly complex SEM campaigns depend heavily for their success on the technology used to manage them. This was born out by the leap in performance that followed the campaign's migration to Decide DNA, which then became progressively more effective over the following months as it accumulated and acted on data on keyword and landing page effectiveness.

Plan For the Lag

It is reasonable to assume that, as here, a purchase tail of some length is intrinsic to nearly all search campaigns. Advertisers should avoid rushing to make budget changes at the expense of search until their programs have ramped up and had a chance to demonstrate their effectiveness. They should also time their search campaigns to take advantage of purchase lag after the campaigns have finished – especially if they are selling high-price, low volume products.

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

**24/7 Real Media:
The Science of Digital Marketing.**

About Polaroid

Polaroid designs, develops, manufactures and markets instant and digital imaging products and related products. Polaroid's principal products are instant cameras and instant film, which are marketed worldwide. In addition to its principal products, Polaroid designs, develops, manufactures and/or markets photographic hardware accessories for the instant photography market. Polaroid's other products and services consist of eyewear, principally sunglasses, and secure identification systems for commercial applications. Polaroid also performs contract manufacturing for and licenses its brand and technology to third parties. For more information on Polaroid products and how to purchase them, visit the Polaroid Web site at www.polaroid.com.

About Fulgent Media Group

By shifting the focus of the process onto upfront media research and analysis, and away from planning and buying based on assumptions and driven by short-term tactical goals, Boston-based Fulgent Media Group espouses a unique approach to the development of media programs. In effect, it tests and validates the assumptions underlying a plan and projects its total impact on the client's business before even beginning to develop it in detail. The media plans that it ultimately creates and executes are always innovative, always keep the client's business goals front and center, and always have measurement built in every step of the way. Unlike the "siloed" approach of other agencies - with different departments managing different media types - Fulgent Media Group takes an integrated approach to creating and managing media programs for its clients.