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**Millionaire.com**

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**Case Study Title** Millionaire.com Incorporates Email Marketing to Drive Customer Support

**The Players** Millionaire.com, TouchScape Corporation, Web3direct Marketing Consultant

**The Bottom Line** Email Marketing drives repeat traffic and works as an integral part of a marketing communications plan when executed professionally using the right tools. With the help of Interactive Marketing Consultant Emerson Brantley of web3direct.com, Millionaire.com, a luxury magazine targeting the wealthy, built an online magazine to generate traffic to visit the sites of their advertisers and sponsors. Using interactive marketing, TouchScape helped Millionaire.com receive 14 percent click through rates and 41.55 percent conversion rates from initial email marketing campaigns!

**List Key Technologies** TouchScape's Email Marketing

**How It Happened** Situation

Millionaire.com, a luxury magazine tailored to America's wealthiest consumers reports on the latest focus of the very wealthy. From trends in yacht clubs to the latest investment advice for blue chip high rollers, Millionaire.com caters to its exclusive clientele. With strong content and a growing advertising base, Millionaire.com wanted to add

value by boosting exposure for its sponsors.

**Strategy**

With the help of Interactive Marketing Consultant Emerson Brantley of web3direct.com, Millionaire.com built an online magazine to generate traffic to visit the sites of their advertisers and sponsors. The goal of the online magazine was for its content to lead interested parties to visit the sponsors' sites. In order to increase consumer loyalty, the publication also needed to build a one-to-one communication channel with their customer base. Millionaire.com sought its interactive customer solution from TouchScape Corporation.

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Millionaire.com purchased an email list of 60,000 names that met their potential consumer demographics and sent them an offer to register for the free online magazine. By also offering the chance to win a cruise simply for registering for the online magazine, the company was able to drive approximately 8,400 visitors to the site. The conversion rate of these click-through visitors was 41.55%, which resulted in 3,086 visitors

subscribing to the online publication. All of this activity was accomplished in less than one week! The direct link from the email brought the consumer to the TouchScape-powered registration page where they were asked to provide basic contact information. Upon registering their information, these prospective subscribers were entered automatically into the TouchScape-powered database and sorted into segmented lists according to the interests they submitted. With valuable consumer information in hand, Millionaire.com has been able to use TouchScape to send directly targeted, permission-based email communiquis to prospective subscribers.

These marketing offers provide additional information about the online magazine and have created the much-needed two-way communication channel for Millionaire.com customers.

#### Results

8,400 visited the Millionaire.com site in less than one week.

41.55 % were converted to registrations, totaling 3,086.

In less than 30 days, TouchScape communiquis have seen a 3.8% click-through rate and have driven more than

20,000 visitors to the Millionaire.com site.

80% provided critical market research data on themselves and registered to receive more information about Millionaire.com

The online publication being sent to the registered list, via TouchScape, has increased visitation to vendor and sponsor sites.

**Date Submitted** 04/05/01

**Average Rating** 5.91

**Submitted by** lkapinos

**Company Name** Millionaire.com

**Your Role** PR Manager

**Industry** Print & Publishing

**How Many Employees?** 50 - 100

**What Area of Your Business Was Affected?** Marketing