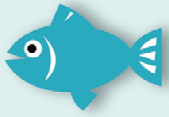


RumbaFish



Betty[®]
Confidential.com

Customer Success Story

BettyConfidential Helps Readers Pay the Bills with RumbaFish

Launched in March 2008, BettyConfidential.com – *your best friend...only better* – is recognized as one of the fastest growing women's Web sites with more than 90 percent original content. BettyConfidential.com is a daily source for news, views, gossip and style for women with attitude, including celebrity gossip, savvy relationship advice, up-to-the-minute beauty and fashion tips, and relevant health and diet information. Targeted to women in their 20s, 30s and 40s, "Betty" is what you need to know, when you need to know it. The site also includes provocative polls and surveys, daily updates from Gossip Betty, and the ever-snarky Mean Betty which adds to the entertaining, irreverent and informative content. The site targets women who are:

- In their 20's, 30's and 40's
- Betty is sophisticated, confident, current, and seeks a high quality lifestyle
- She wants to look good, likes to dish about relationships, and aspires to always be more
- Reminds you of Drew Barrymore and Eva Longoria
- BettyConfidential tells women everyday what they need to know, when they want to know it
- Shops at Nordstrom but also Target; Whole Foods but also Safeway and Costco
- Know that their Internet time is their escape: to relax, to solve problems and to connect with other women.

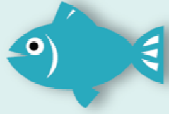


The Challenge

As with any online publication, keeping members engaged is key. Developing original content, giving members an opportunity to voice their opinions, attracting interesting and edgy bloggers, and getting the scoop on pop culture news... are all aspects of BettyConfidential that readers have come to expect, and it's what keeps them coming back. Like any product or service that is on a quest to expand its reach, the best way to spread the word is by word-of-mouth – people who are already sold on your value. So, Betty's marketing team continues to find new ways to build promotions and avenues that will foster the "word-of-mouth" branding and promotion of its site.

In terms of marketing to existing Bettys, the company sends out daily newsletters, runs onsite promotions such as contests and sweepstakes, and they also sponsor local grassroots events in various markets. In terms of social media, BettyConfidential was looking for ways to reach more

RumbaFish



Customer Success Story

readers using Facebook. They were getting traction with readers tweeting links to articles, but wanted to understand how they could better engage their audience using Facebook which proved to be a more personal, lasting connection.

Until recently, BettyConfidential didn't have the capability to track and measure their interactive marketing campaigns across multiple social networks in real-time. They were casting a net to capture new customers, but felt there was a major hole in the net when it came to understanding and increasing ROI.

"In order to engage our members, develop loyalty and interaction with our site, we have been running monthly contests that reward members for promoting our site to their friends," said Jen Shelby, CMO of BettyConfidential.com. "In our most recent promo, 'Betty Pays the Bills,' we partnered with RumbaFish, a new online interactive engagement platform that delivers on the promise of real-time, effective, Internet marketing. RumbaFish let us bring our partners and Betty's content into the conversation without it seeming like advertising. It's the first product that has given us insight into how our readers are using social media, and add value to our partners!"

The Campaign

BettyConfidential developed a Back-to-School Integrated program to help moms offset the extra costs of getting their kids back into the routine of school. The focus was to continue engaging current Betty readers, while attracting new readers through outbound campaigns and use of referrals. The program featured:

- Banner advertising on Betty site
- Editorial content around fall, back to school
- An email campaign to current registered Betty's
- External advertising targeted to women sites.

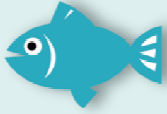
The Solution

RumbaFish offers online marketers a new way to create interactive online campaigns with sophisticated reporting to identify influencers, track and optimize overall online marketing efforts. The RumbaFish Engagement Platform provides an option for audiences to choose the way they want to engage when given the invitation. This is an opt-in program, with a powerful referral component that not only propagates messages through "word-of-mouth," but builds credibility in the process.

"RumbaFish allowed us to reach a wider audience. We had some challenges throughout the year getting activity to pick up through Facebook, and our RumbaFish campaign resonated really well in this area," added Jen Shelby. "Rather than just giving our readers the opportunity to share our contest and refer friends through email, RumbaFish gives our readers an option to share across multiple social networks and in the way they prefer to communicate. The initial results have been very positive, and in particular the referral component of the campaign exceeded our expectations."

"RumbaFish let us bring our partners and Betty's content into the conversation without it seeming like advertising. It's the first product that has given us insight into how our readers are using social media and add value to our partners!"

**Jen Shelby, CMO,
BettyConfidential.com**



RumbaFish provided a simple and effective platform for BettyConfidential's contest, which allowed Betty to:

- Measure where new customers are coming from and what they are willing to do within their social mediums
- Learn how Betty readers respond to entering a contest that also allows them to post to their social media sites
- Launch campaigns quickly, giving Betty more revenue opportunity with advertisers
- Offer multiple programs throughout the month to build loyalty
- Offer a viral social marketing component to Betty's advertisers/integrated marketing programs
- Test effectiveness of viral marketing and how many new customers we are able to engage.

Content sites like Betty need to be able to offer brands interactive and sophisticated programs that they can't get through traditional ad buys. Offering a social outreach and referral component to each campaign along with the corresponding data provides additional value that has given BettyConfidential an advantage over other content sites.

The Results

In addition to providing a branded user interface that acted as an extension of their site, BettyConfidential used RumbaFish to track and measure the effectiveness of the "Betty Pays The Bills" contest in real time. Powered by RumbaFish, BettyConfidential benefitted as follows:

- Average click thru rate across outbound campaign = 15%
- Exceeded the number of referrals by 150%
- A very low opt out level which was far below one percent
- Provided a new social media measurement tool to learn about their readers preferences and activities
- Facebook was used twice as much as Twitter, and became a powerful new channel of activity
- Newly identified the top influencers to allow remarketing in targeted ways
- Gathered the contact information (emails and names).

"RumbaFish allowed us to reach a wider audience, including doubling Facebook as a powerful new channel to create a personal, lasting connection in addition to Twitter... The initial results have been very positive.

In particular the referral component increased 150% exceeding our expectations."

**Jen Shelby, CMO,
BettyConfidential.com**

"We are enjoying our partnership with RumbaFish and look forward to our continued development together to give Betty readers a great brand experience," added Jen Shelby. "The team at RumbaFish is exceptionally responsive to our goals. For our partners that are national brands, we are able to competitively offer them programs to get them access to new markets at a lower cost model. RumbaFish gives us flexibility and ease in setting up, tracking, measuring and creating customer to support existing and new social networking, e-mail, online advertising and web communications."