

Burst Direct Performs for Constant Contact



The Client:

Constant Contact®. Inc. is a leading provider of on-demand email marketing and interactive communications services for small businesses, associations, and nonprofits. Through customizable, easy-to-use tools, including email marketing and online surveys, Constant Contact helps all types of small organizations build stronger customer relationships, drive sales, and achieve success.

Campaign Goals:

Promote a free 60-day trial offer and:

- Drive traffic to the Constant Contact web site
- Generate sign ups for free trial offer

The campaign's performance was measured on a cost per trial basis.

Burst Strategy:

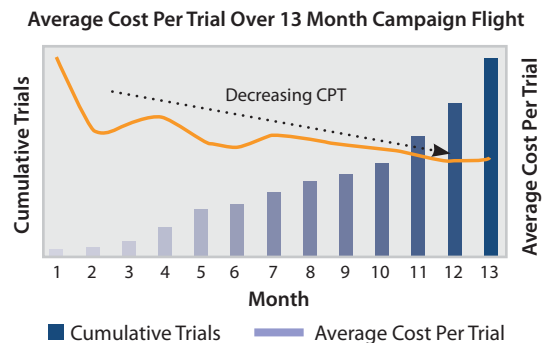
Burst Direct recommended:

- **Targeting** – Burst Direct identified placements on its network that would reach Constant Contact's target audience of small business owners. In addition, Burst Direct utilized the adConductor Inventory Exchange™. The adConductor Inventory Exchange is Burst Media's private exchange that extended Constant Contact's campaign reach to high quality inventory on partner sites and networks.
- **Optimization** – From the onset of the campaign, Burst Direct's campaign management team utilized Burst's optimization technology to identify and remove placements that did not generate signups. This pro-active optimization strategy ensured that the Constant Contact campaign was not just getting clicks, but generating valuable leads.

Through campaign optimization, Burst Direct reduced Constant Contact's cost per trial by 104%!

Results:

- A significant number of trial sign ups were collected during a ten month campaign flight
- Client satisfaction that resulted in increased budget during the campaign flight and campaign renewal with increased budget



"I have worked with Burst throughout my career and have used them for a wide variety of clients and campaigns.

Not only is the performance consistently great across all pricing models and campaigns, but their service is top notch. They are truly invested in the success of my campaigns and always strive to build great partnerships. I always look forward to working with Burst time and again."

Kelly Clarke
Online Media Planner
Constant Contact

Act now: Elevate your game with Burst Direct. Reach is not enough when your goal is performance. With Burst Direct, direct marketers get both.

To learn what we can do for you, contact us at sales@burstdirect.com or 518-724-1700.