

ZETA HELPS DIGITAL PUBLICATION GET OVER 25 THOUSAND SUBSCRIPTION ORDERS

About:

Founded in 1990, the US based publication is the brainchild of one of the most popular personalities in Hollywood. With a circulation of over 9 Million, the publication focuses on lifestyle content and the domestic arts.

CHALLENGES:

- » Creating an additional revenue stream with very high margin (no print/ mailing fees)
- » Packaging existing editorial content in a sophisticated manner, to entice subscribers.
- » Extend brand loyalty through the creation of new and relevant content.
- » Re-monetize offline advertising.
- » Enable advertisers to extend investments and track ROI

RESULTS:

- » Received more than **13.5 Million** co-branded impressions on sites and newsletters.
- » Traffic generated to landing page: **225,000**
- » Incremental newsletter signups: **100,000**
- » Subscription orders generated: **25,000**
- » Total revenue: **\$250,000**

See how Zeta CRM helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.