



Background:

Tickle.com is one of the top sites on the web providing interpersonal services like social networking, self-discovery tests (and of course) matchmaking. They happen to be one of the top ten dating sites on the web. HappyMarriage.com was their newest service geared specifically toward those people interested in a serious relationship; one that would lead to marriage.

Challenge:

The primary challenge for SendTec was to establish new benchmarks for HappyMarriage.com based on DRTV and DR radio. Other initiatives would include work with Tickle.com on the launch of their new website.



What We Did:

To support the DRTV and radio tests, we developed a competitive analysis of eHarmony.com to determine media ramp up, growth patterns and points of differentiation. Other key competitors were also acknowledged, paying particular attention to: creative, websites, special offers and other criteria. Two creative concepts were completed and deployed for DRTV and radio: a "Man on the Street" slice-of-life style spot; and a straight-forward HappyMarriage.com product-sell spot. Both were tested on TV and radio. However, to set ourselves apart from the competition, a unique Money Back Guarantee Offer was also executed for a period of one year. The promotion was launched with a unique message: "Find true love in one year or your money back." We then crafted a test media plan with a high composition demo of 25-44 singles on national cable and spot radio.

Results:

The "Man on the Street" execution proved more efficient in driving traffic in both DRTV (17% better cost per visitor) and radio (33% better cost per visitor). Additionally, confirmed DRTV became the most efficient medium for driving traffic to the website; and a viable path toward a 'scale up' program. The money back guarantee was extremely successful and it was determined that DRTV 60s were more efficient than the 1:20s. Online, the conversion benchmarks on acquiring new profiles and paid subscribers were readily established.

In addition, SendTec's iFactz tracking system helped to identify top performing networks, stations and formats. iFactz further made it possible to efficiently track activity along with sign-up processes allowing us to monitor conversions, starting from Unique Visit all the way to Paid Member.