



Promoting Performics

The Goal:

Performics, now owned by DoubleClick, acquires customers for retailers and catalogers with performance-based search engine marketing, affiliate marketing and data feed marketing services.

The Deal:

Performics, dissatisfied with a large PR agency, needed consistent trade media coverage to support branding and sales. Coverage of the affiliate marketing industry, where Performics was one of four major players, consistently omitted the firm from industry wrap-up and feature stories. Turning to PReturn staff, Performics sought to correct this problem and develop its reputation as a leading provider of search engine marketing services. They wanted consistent coverage, inclusion in features, prominent placement of customer stories, bylined articles, industry and business awards, and speaking opportunities at leading industry trade shows. As a first step, Performics spokespeople were media trained in preparation for the new level of industry exposure that would follow.

The Outcome:

After launching the program in Q4 2002, PReturn staff contributed to a program that secured nearly 80 pieces of coverage in targeted trade and business media in the first year alone. Addressing Performics' concern of omission in affiliate marketing articles, interviews for industry feature stories were consistently arranged, and coverage followed. Proactive media efforts began to solidify a strong reputation for Performics as a leading search engine marketing provider in key industry and business publications.

The Tools:

- Expert source program
 - Bylined articles
 - Industry commentaries
- Thorough interview preparation
- An aggressive speaking initiative
- Media relationships
- Case studies
- Trend stories
- Persistence!

The Results:

Without altering the budget previously in place, Performics enjoyed an immediate and rapid increase in exposure through media and speaking opportunities. Today, Performics enjoys a strong reputation as a leading online marketing vendor. The firm, now owned by DoubleClick after a lucrative acquisition in 2004, regularly receives accolades in the press and gains crucial exposure at industry trade shows.

Select Speaking Opportunities and Awards:



Select Media Placements:



BOTTOM LINE MARKETING.

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