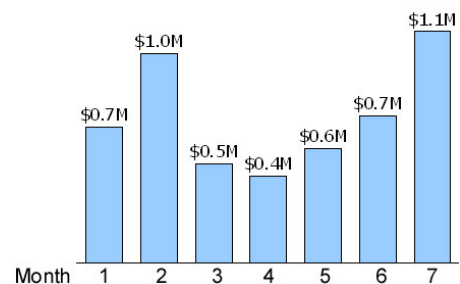


Success story: Large retailer experiences tremendous growth through relationship with Clicks2Customers

Large international retailer (LIR) engages Clicks2Customers as key affiliate marketing partner for promotion of 100K+ SKUs

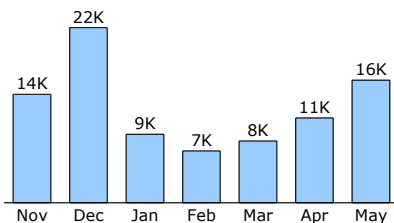
Looking to increase sales on over 100,000 SKUs online, LIR's online division appointed Clicks2Customers to run a trial Paid Search campaign in October 2006. LIR allowed Clicks2Customers to bid on search keywords on their behalf for the 80+ product categories LIR carried online. Clicks2Customers agreed to promote LIR products above \$100 in value and some high-volume, lower priced products.

Sales added by Clicks2Customers



Clicks2Customers sets up major campaign effort to support LIR's holiday and post-holiday online sales

Conversions from Clicks2Customers



Clicks2Customers launched and individually optimized 150 online campaigns to market each of the 100,000+ SKUs it was responsible for promoting. Using its proprietary paid search optimization technology and its specialized analytical capabilities, Clicks2Customers began identifying 'the long tail' of conversion-prone search terms for LIR's products. For nearly 100% of the search terms identified, Clicks2Customers secured landing pages that were most conducive to generating a sale. Clicks2Customers then made plans to update LIR's products promotions monthly and monitor pricing on search terms real time.

Result: LIR sees conversion rates soar, sales volumes dramatically rise

Clicks2Customers added over US \$1M to LIR's online sales during the 2006 holiday season, despite the fact that LIR lost share of total traffic in its market segment. Shortly after the holidays, Clicks2Customers adjusted all keyword bid prices to be commensurate with decreased traffic in the post-December period.

Overall, Clicks2Customers has added more than US\$5 million to LIR's online sales in the just first 8 months of their partnership. As a result, LIR's entire paid Search campaign is now managed by Clicks2Customers, who continue to expand and optimize the campaign.

Revenue

