

## CLIENT/SECTOR

A social networking community, targeting active people over the age of 40, is seeking to grow its membership base whilst maintaining checks and balances to ensure those new members' participation and uptake of the social elements of the site remains high.

They identified that a cost per registration program alone did not provide the necessary checks and balances, and were seeking a means to buy new active members at an acceptable cost.



## BUSINESS CHALLENGE

Our client had tested several channels of marketing, such as simple “cost per registration” programs, using social currency as incentives to attract members. These tests achieved registrations, but many were deemed to be “fake” and too many others were inactive, which threatened the quality and value of the community to the other members.

The challenge was therefore twofold. Firstly, a business process which included measurements for registration, subsequent registrant validation and verification checks, together with a final “active” measurement, needed to be implemented. Secondly, this new process needed to be tested, to establish whether new registrations could be achieved for the target price of the business investors.

The business process had to be implemented quickly, and it was decided that this process needed to be tested using an audience that was not incentivised to join the community. Additionally, the client’s technology constraints rendered it imperative that all registrations were first recorded on the community site, as opposed to acquiring initial members whilst they remained on a distributed network of affiliated sites.

## LOLA SOLUTION

The LOLA solution was to implement a hybrid technology process, combining standard affiliate software with LOLA to deliver a “**cost per verified and active registration**” procedure for the community. Additionally, LOLA staff was responsible for sourcing suppliers willing to contract with the community on a payment model whereby remunerations would be based upon delivery of registrants conforming to this community specification.

Working closely with the client LOLA rapidly implemented a tracking system which enabled the community to record new registrations, and pass these registrant details into the LOLA system for validation and verification. Simultaneously, the community issued a “welcome email” to the registrant, ensuring that email addresses were live and valid.

Furthermore, once a user returned to the community and completed an “activity”, the registration record system was updated to recognise completion of the “active registration” component.

Meantime, the LOLA system validated and verified the registrant details, and effectively deleted any registration record which was contained invalid or unverified registrant data.

## OUTCOME

The pilot test of this new “cost per verified active registration” process yielded a total of 590 new active registrations for the community, of which 78 were rejected by LOLA as invalid records.

The rejection of invalid registrants resulted in a campaign efficiency improvement of 13.25%, which represented a significant saving on media costs.

Additionally, the deletion of these invalid registrants from the community records resulted in an increase of 15.25% in “community quality”. Put another way, the community had 15% fewer fake, inactive profiles. Had these profiles remained, their presence would have reduced the overall experience for genuine active community members

The sourcing of suppliers willing to work to the community’s “cost per verified active registration” process also meant that the community had a ready supply of additional new members at its disposal, which could be tapped on a needs basis, being accelerated and slowed as was deemed required by the community management.

The total annual cost savings accruing to the community exceeded 20%, when the community factored in the community management time no longer dedicated to management of invalid registrants.

## CLIENT QUOTE

**"The team at Goallover provided us with an intelligent solution, combining the most relevant technology with our own to deliver us a substantial saving and campaign improvement."**

**Dr. Nello Paduano**

CEO / Vorstandsvorsitzender, Activagers AG

## BENEFIT SUMMARY

Reduced spend on “invalid” registrants totalling 13.25% of annual budget.

Improved concentration of active community members measuring 15.25%.

Reduced management costs associated with administering invalid members.

**Total annualised cost savings exceeding 20%.**