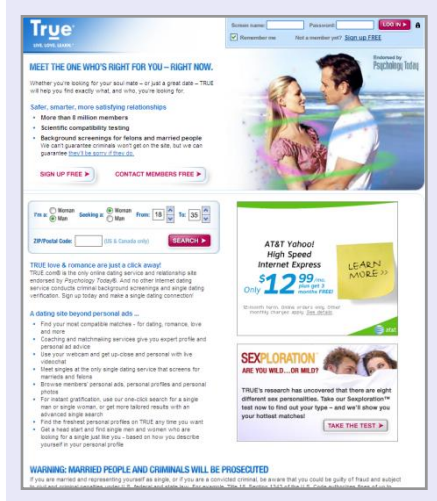


Fact Sheet

A LSF INTERACTIVE SUCCESS STORY



LSF has exceeded our targets for lead generation of male profiles, and the conversion rates are fantastic. Our cost per acquisition has fallen by 20%.

We couldn't be happier with LSF as our online marketing partner. They provide great strategic advice and have consistently delivered highly qualified leads. I absolutely recommend them!

Melanie Goynes
Media Buyer & Campaign Manager



The Organization

TRUE is a leading online relationship service which prides itself on the scientific approach to protecting singles actively looking for long-lasting and fulfilling relationships. In fact, True is the only online relationship service that actively seeks to further protect the safety of its communicating members by conducting extensive criminal background screenings and single-verification screening.

Business Situation

TRUE has a very strict lead qualification process, and wanted to attract only male customers.

Online Goals

Besides targeting and attracting males users, TRUE also needed to monitor the backend conversion rate (the number of users converting from free profiles to paid customer profiles) of its online marketing campaigns on a daily basis.

The Results

LSF developed a strategy to maximize male sign-ups and conversions, incorporating multiple campaigns that leverage email marketing, search engine marketing and banner advertising.

Through bidding on over 30,000 keywords, and by using effective ad copy and descriptions, LSF has attracted highly qualified traffic (86% male demographic) and has consistently increased the volume traffic by more than 25% per month. TRUE's cost per acquisition (CPA) has also fallen substantially, and is now 20% below TRUE's original target. As a result of this performance, TRUE has further expanded its business with LSF to include an affiliate marketing program.

Traffic Increase	Traffic has increased by 25% per month
Targeting	86% of sign-ups are male
Savings (CPA)	Cost-per-acquisition was reduced to 20% below target



we deliver more results per campaign
www.lsfinteractive.com usa +1.650.616.3909 europe +33.1.5805.1158

LSF Interactive [a division of LSF Network Inc] provides integrated online marketing campaigns on a pay-only-for-results basis. This approach provides less risk and more results per campaign.