A photograph of the Stonehenge monument in England, captured at sunset. The sky is a vibrant orange and yellow, and the stone structures are silhouetted against the bright light. The overall image has a warm, golden glow.

National Geographic brings you a rare look at the drama of humanity and the wonders of nature. And – like no other magazine – it dazzles you with stunning photography and extraordinary maps.

## NATIONAL GEOGRAPHIC DELIVERS...

IN-DEPTH ARTICLES  
AND FEATURES

STUNNING PHOTOGRAPHY

DETAILED ILLUSTRATIONS

SUPERB, WORLD  
RENOWNED MAPS

## THE BRIEF

**National Geographic** were not running their own PPC campaigns outside of the USA, and although generating subscriptions through their own site, there was scope for further increases in overall subscription volumes.

The **National Geographic** website, although generating subscriptions, is not designed specifically for this sole purpose. Using a dedicated campaign site Jellyfish could capitalise on generating further traffic and increased subscription volumes.

There was detailed discussion to produce an agreement between Jellyfish, and the **National Geography Society** (NGS) that satisfied the stringent procedural obligations of **NGS**. The agreement was struck at the end of September 2007. Jellyfish needed to work very quickly to deliver a site that had all of the quality associated with the client's world renowned brand in time for the key Christmas period. The new campaign site also needed to integrate with the requirements of a major third party fulfilment house.

## THE STRATEGY

### Jellyfish's strategy was:

- Produce a sales focused campaign site, using a combination of archive articles and downloadable PDF supplements, to facilitate the PPC traffic generated from the campaign.
- Set up PPC campaigns across the three major networks – Google, Yahoo! & MSN.
- Manage the PPC campaign to a fixed CPA for annual subscriptions and gift subscriptions to the magazine.
- Allocate a dedicated Account Manager to manage all aspects of the campaign including, but not exclusive to: keyword generation, ad copy writing, campaign performance analysis and management, campaign site management and reporting.

## THE CAMPAIGN

ACTIVE TRAFFIC GENERATING KEYWORDS  
**7200+**

AD GROUPS  
**630**

PRODUCT OFFERS  
**National Geographic Annual Subscriptions  
& Gift Subscriptions**

CAMPAIGN SITE  
**[national-geographic-magazine.co.uk](http://national-geographic-magazine.co.uk)**

NETWORKS

Google™ YAHOO! msn™

## THE SERVICE

### As part of our service Jellyfish provide:

- A structured PPC campaign (in accordance with Jellyfish's meticulous methodologies) across all major networks.
- A free, fully managed and hosted campaign site with full integration with the fulfilment house.
- Regular recommendations of subject matter that can be used to create new supplements and landing pages, identified through analysis of the metrics and user behaviour on the campaign site.
- Monthly on-site meeting with the Account Manager and quarterly strategy meeting with the Account Director and Account Manager.
- Unlimited access to the Account Manager via telephone or email.
- The ability to conduct multi-variant testing including, multi offer testing, multi landing page testing, copy testing, Call-to-Action (CTA) testing etc...

## THE RESULTS

The Jellyfish **National Geographic** campaign was launched in the UK within 8 weeks. This included time for all research, development, site build, testing, bespoke fulfilment and set up on the search networks. And it paid off! Jellyfish launched the campaign in good time for key Christmas sales period, generating nearly 3,000 extra subscribers during December alone.

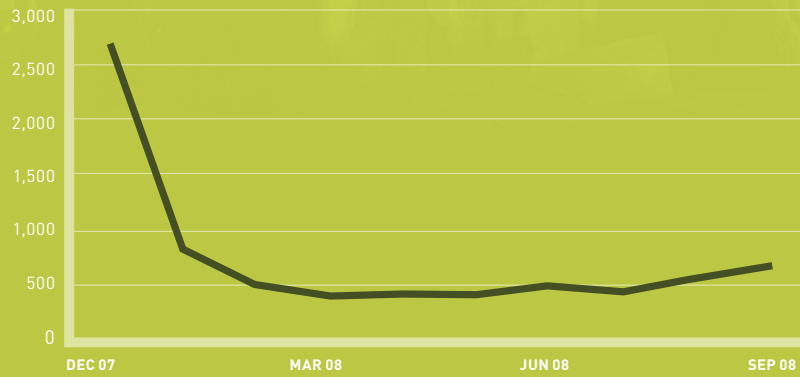
The initial launch of the campaign proved to be so strong that just one week after the UK launch Jellyfish were asked by **NGS** to run paid search campaigns in six other territories around the world, including Australia, New Zealand, South Africa, Singapore, Hong Kong and Malaysia. Jellyfish created site versions for all six regions, within just one week, and launched across all territories. In the three weeks that followed, these international campaigns generated a further 202 subscriptions for **National Geographic**.

Jellyfish have continued to be a significant and valued supplier of **National Geographic** magazine subscriptions, generating in the region of 350- 400 subscriptions per month in the first few months of 2008.

Jellyfish have also been able to adapt and change, adding and testing offers on the campaign site to provide the best value for subscribers and client, plus our close relationship with **National Geographic** has enabled us to maintain subscription volume growth.

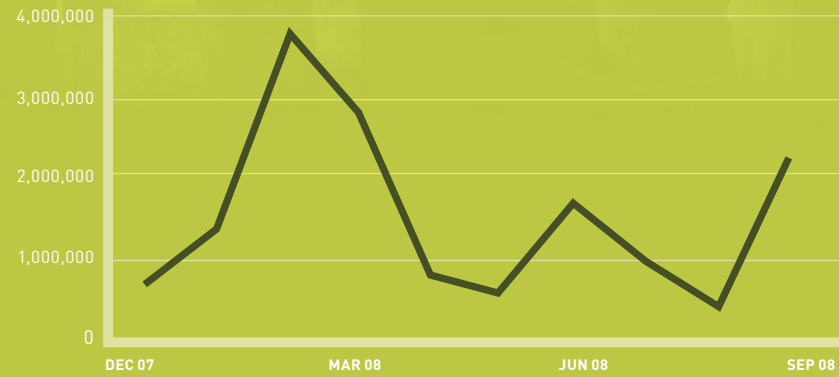
**MAGAZINES SUBSCRIPTIONS**

Monthly Subscriptions



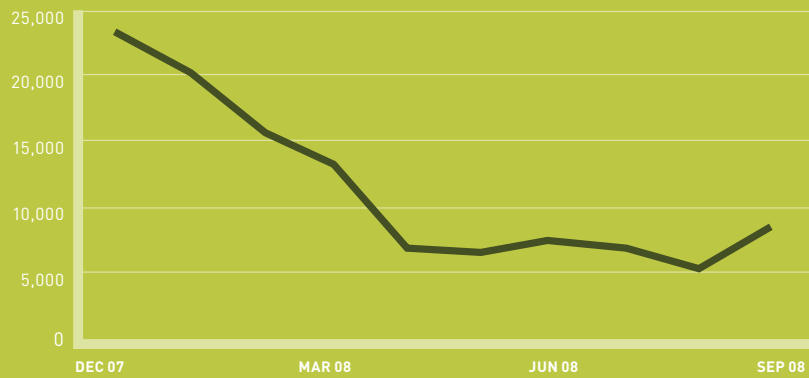
**AD IMPRESSIONS**

Monthly Ad Impressions



**SITE VISITS**

Monthly Site Visits



## IN SUMMARY

The method Jellyfish use may be simple in concept; however, it requires a unique blend of intricate and stringent processes, a bespoke campaign management and reporting platform and highly trained, experienced personnel to deliver the fixed CPA in volume. We have spent 8 years perfecting the finely tuned methodology used to deliver our Contracted CPA campaigns.

By using existing editorial content we can drive traffic through the search engines to a designated campaign site, which will show a preview of the content available from our client's magazine, online content, email newsletters etc... and subsequently entice subscriptions.

We have proven with **National Geographic** that there are huge opportunities to not only deliver volume of subscriptions, but to drive campaigns forward in order to make the most of opportunities, plus shown the opportunities to achieve incremental revenue by successfully matching, in a controlled and cost effective manner, magazine content with the millions of requests for information submitted through the search engines.

 We have been working with Jellyfish for almost a year now. Jellyfish surpassed expectations with the speed at which the campaign site was launched, and providing up to 100 subscribers per day at its peak. Jellyfish now runs **National Geographic** magazine campaigns in five countries, while others are being considered.

We receive regular communications and progress reports on the campaign, and Jellyfish have actively explored new ways in which to market **National Geographic** magazine, and are always striving to bring us more subscribers.

We look forward to the continued growth of the campaign and a long-lasting partnership

 **WALT TERRY**  
INTERNATIONAL  
& NEW BUSINESS  
NATIONAL GEOGRAPHIC SOCIETY

