

MoneyWeek is the must-read magazine
for everyone who wants to protect
and grow their wealth — and enjoy it.

MONEYWEEK BRINGS YOU...

THE BEST SHARE TIPS FROM
FINANCIAL EXPERTS

THE SMARTEST WAYS TO PROFIT
FROM THE HOTTEST SECTORS

VITAL TIPS, INSIGHT AND ADVICE
FROM SOME OF THE BIGGEST
NAMES IN THE MARKETS

THE BRIEF

MoneyWeek were not doing a great deal of proactive Search Engine Marketing (SEM). Incremental subscriptions were mainly generated through traditional marketing and direct mail campaigns.

MoneyWeek had a main website which was generating modest volumes of subscriptions to the magazine.

MoneyWeek were aware that they were missing out on a huge opportunity to sell their magazine to the thousands of people using search engines to source investment and financial news on a daily basis.

Jellyfish were asked to produce an all encompassing PPC campaign, which utilises the depth and wealth of content available from the magazine, to attract incremental magazine and email newsletter subscribers at a fixed Cost Per Acquisition (CPA).

THE STRATEGY

- Produce a sales focused campaign site, using a combination of archived 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 (at the time Overture) & MSN.
- Manage the PPC campaign to a fixed CPA for both magazine and Email Newsletter subscribers.
- 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.

All of the above was provided at absolutely no cost to MoneyWeek. All MoneyWeek were required to pay for were the newsletter and magazine subscribers acquired through the campaign at the agreed fixed Cost Per Acquisition.

THE CAMPAIGN

ACTIVE TRAFFIC GENERATING KEYWORDS
10,500+

AD GROUPS
390

PRODUCT OFFERS
MoneyWeek Magazine
Money Morning Email Updates
Precision Guided Investments

CAMPAIGN SITE
info.moneyweek.com

THE RESULTS

The MoneyWeek campaign continues to achieve an ever growing volume of magazine subscriptions, at a fixed CPA.

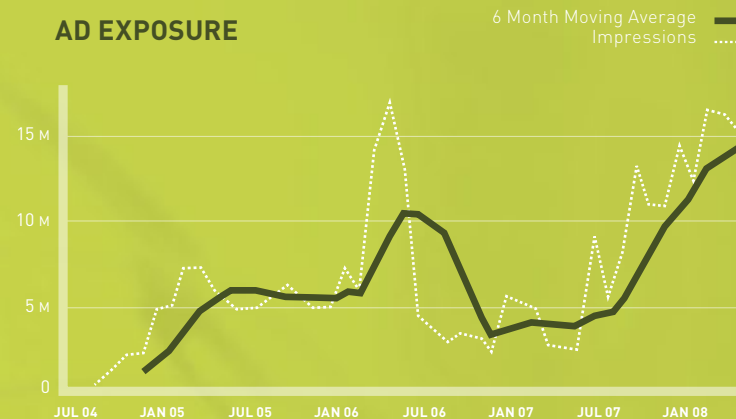
As a by-product of this, the MoneyWeek brand also achieves exposure on the search engines around 16,000,000 times per month, with approximately 60,000 visits to the campaign site. This level of exposure has made the MoneyWeek brand synonymous with private investor news on the internet.

With a significant contribution from the Jellyfish PPC campaign, MoneyWeek has now become the best-selling financial magazine in the UK. (ABC results, August 2008).

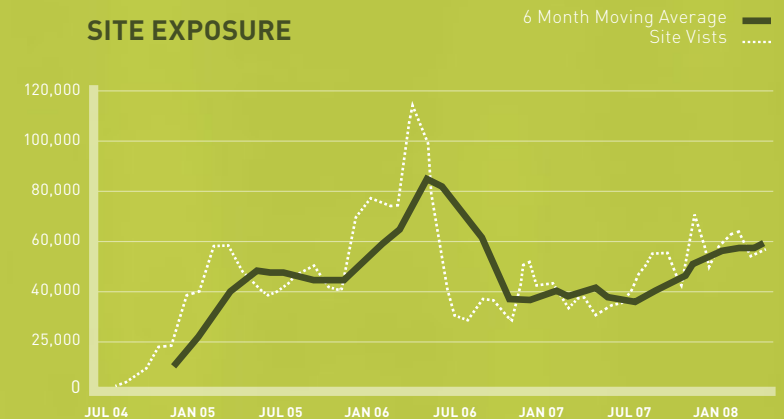
Toby Bray, Managing Director of MoneyWeek confirms: "A third of our new subscribers now come from the Jellyfish PPC campaign."

Along the way MoneyWeek has been recognised by the Periodical Publishers Association (PPA) winning the reputable title of Subscriptions Magazine of the Year.

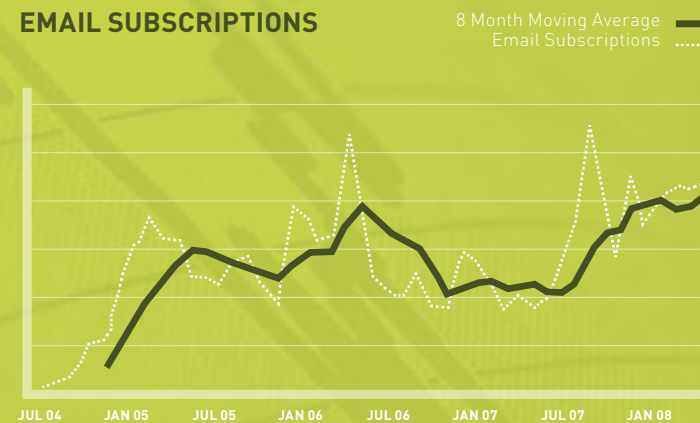
AD EXPOSURE



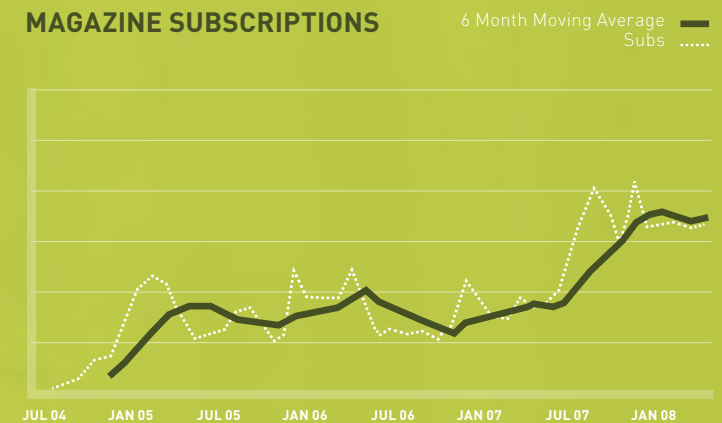
SITE EXPOSURE



EMAIL SUBSCRIPTIONS




MAGAZINE SUBSCRIPTIONS



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 and Call-to-Action (CTA) testing.

 We have been working with Jellyfish for over 4 years (since mid-2004). I have always found them extremely professional and easy to work with.

Despite the huge increase in search competition during this time, Jellyfish's constant refinement of our PPC campaign has meant that they now consistently deliver us more magazine subscribers and email sign-ups than ever before.

And the CPA model means that we can set the exact amount that we are prepared to pay for each new subscriber.

Jellyfish do a great job for us.

 **TOBY BRAY**
MANAGING DIRECTOR
MONEYWEEK MAGAZINE

