



TRIBE.NET

TRIBE.NET UTILIZES OPEN ADSTREAM CENTRAL® TO INCREASE AD REVENUE AND ENHANCE USER EXPERIENCE

The Summary

Tribe.net's advertising revenue increased more than 50% by using Open AdStream.

The Brief

Tribe.net is the fastest growing free-to-members social networking and classified listing service. The company launched in 2003, with networking groups, called "tribes," that are arranged both geographically and by interest. Tribe.net wanted to take advantage of the distinctive targeting opportunities offered by its registration-based business model to "deliver the right ads, at the right time, in the right place, for the right reason."

The Approach

Tribe.net's first task was to choose an ad management platform. Its goal in making this choice was to find a reliable, scalable ad server that combined robust targeting capabilities with absolute adherence to its strict privacy compliance rules. After an exhaustive review of the available options, it selected 24/7 Real Media's full service ASP ad serving solution, Open AdStream Central, as having the "best technology, the best targeting capabilities, and the most flexibility." 24/7 Real Media's customers use the robust reporting, precise targeting, and advanced rich media capabilities of Open AdStream to deliver seamless ad management. Tribe.net began serving ads contextually using Open AdStream Central in June of 2005.

The Results

Since the introduction of Open AdStream, Tribe.net's advertising revenues increased by more than 50% in just a few months. The company still considers itself to be in the "learning stages," however, with many of Open AdStream's benefits yet to come as its more sophisticated targeting and yield management features and capabilities are brought into play.

The Meaning of the Results

Because Tribe.net's discussion groups on specific topics are by their nature self-defining, their pages provide excellent contextual targeting opportunities even without further focus. Tribe.net has the further advantage of organizing these groups geographically, and of collecting additional registration data from its members. Thus far the site has not gone beyond targeting banner ads contextually, but Open AdStream's power and inherent flexibility will enable it, while keeping within both the letter and the spirit of its own strict privacy policy, to leverage this additional data to provide its users with a uniquely personalized online experience, and its advertisers with the ability to deliver targeted ads with extreme precision.

"It was very easy to get Open AdStream up and running, and it has already proved to be quite effective. Our ad sales are rising dramatically."

-Darian Patchin
Vice President,
Advertising.





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About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit www.247realmedia.com.

24/7 Real Media: The Science of Digital Marketing.

About Tribe.net

Tribe.net is an online social networking service that connects people in personal networks and communities, creating a new resource that's based on a trusted web of its members' friends and associates. Members use this abundant network to find jobs, buy and sell goods, locate roommates, and accomplish much more with the help of groups and individuals who know them and share their interests. Headquartered in the Potrero Hill neighborhood of San Francisco, Tribe.net currently operates networks in more than 60 cities in the United States, as well as in London, Sydney, Hong Kong, Bangalore and other major international centers. Additional markets are being added constantly.