

**RealTIME Media** | First in Online Promotions



**Our Menu**

Online promotions guaranteed to give your customers a five-star experience.

[www.realtimemedia.com](http://www.realtimemedia.com)



## — About RealTIME Media —

RealTIME Media was founded in 1993 with the intent of becoming a leading online promotions company for brick and mortar businesses seeking an Internet strategy. Of course, we were a few years ahead of our time.

At that time, the goals of many of RealTIME Media's clients such as Microsoft, The Weather Channel and Ford Credit were basic:

- Ⓢ **Generate and increase traffic.**
- Ⓢ **Build awareness.**
- Ⓢ **Create excitement around their Websites.**

By 1997, online promotions became an integral component of online marketing campaigns. Since that time, RealTIME Media has grown to accommodate a variety of online and traditional offline clients that have more complex needs. Today, companies are primarily interested in:

- Ⓢ **Lifetime value of their online customers and acquisition costs.**
- Ⓢ **Promotions that attract their target demographics.**
- Ⓢ **Loyalty programs that build relationships with current online customers.**
- Ⓢ **Incentives that provide value to their target audience.**
- Ⓢ **Synergies between online and offline marketing programs.**

These evolving and more complex needs provided the opportunity for RealTIME Media to expand its staff, depth of skills, menu of services and geographic presence to better service its clients. The menu of products and services offered by RealTIME Media includes:

- Ⓢ **Unique, effective and measurable online promotional events.**
- Ⓢ **Robust e-mail programs.**
- Ⓢ **Complete data mining and analysis.**
- Ⓢ **Promotional strategic planning with respect to media source analysis.**
- Ⓢ **More exciting and compelling high bandwidth promotions.**
- Ⓢ **Integration of these online initiatives with their offline efforts.**

Now that you have had a chance to get a flavor for what we serve ... read on.

**We're sure you'll enjoy these "tasty" results!**

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## - Appetizers -

### A Sample of Tasty Tidbits (Served by Industry Experts)

The marketing dollars spent today are growing at unbelievable rates. The pressures to achieve the best ROI are increasingly competitive.

Direct Marketing vs. Brand Advertising  
Expenditures in the US, 1999 (Billions)



Brand Advertising	\$132.4 B (43%)
Direct Marketing	\$175.5 B (57%)

Source: DMA 1999

The Online Promotions Industry is growing at a 44% compounded yearly rate and will exceed \$14 billion in the year 2005.

2000

2005



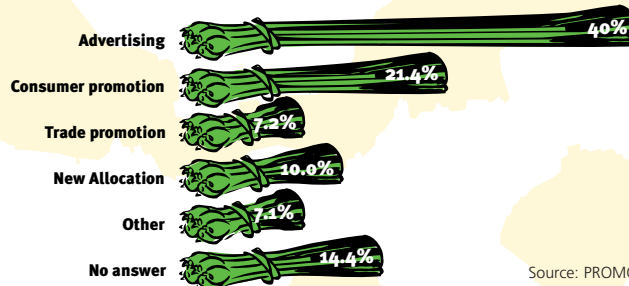
\$ 1.8 B	Online Promotions	\$ 14.4 B
\$ 5.4 B	Online Advertising	\$ 26.7 B

Source: Forrester 2000

The marketing dollars are shifting from traditional advertising and promotions budgets to Internet-based promotions. The trend is expected to continue at a staggering pace.

#### Diverting Dollars

From which budget did you reallocate spending for Internet-based promotions?



Source: PROMO Magazine 1999





## — Promotions du Jour —

### Award-Winning Dishes (Case Studies)



#### 'Win a 4Runner from StoreRunner'

StoreRunner, Inc. is a CBS Alliance and eCommerce infrastructure company that hosts the largest database of world-class shopping content on the Web. They partnered with RealTIME Media to develop a custom Instant-Win promotion.



#### Objectives:

- Generate traffic.
- Increase stickiness, time on site and conversion.
- Encourage user loyalty.

#### Strategies:

- Use RealTIME Media's patent-pending Instant-Win game with a Sweepstakes overlay and a "WordSpell" loyalty component.
- Include a sophisticated, three-tiered viral "Tell-A-Friend" program that rewards players with additional Sweepstakes entries when their friends play the game.
- Utilize a proprietary "Browse and Win" meter that tracks browsing behavior/page views to deliver a virtual scratch-off card.

#### Results:

- Within the first three weeks, visits, page views and the average time spent on the site had dramatically increased.



#### 'Million Dollar Mania'

BET.com, the premier African-American portal/online urban music destination, selected RealTIME Media to design a powerful online promotion.

#### Objectives:

- Increase awareness and traffic to their newly launched Website.
- Develop a database composed of their new users and members.

#### Strategies:

- Combine an Instant-Win Game and Sweepstakes with a top prize of \$1,000,000.
- Include a "Tell-A-Friend" referral program to earn additional Sweepstakes entries.
- Provide entrants with an opportunity to opt-in to receive the BET.com newsletter.

#### Results:

- Created a large opt-in database for future marketing campaigns.



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## Promotions du Jour

### Award-Winning Dishes (Case Studies)



#### 'Great Deal of Adventure'

America Online enlisted RealTIME Media to design a unique online event to support the re-launch of the new AOL Travel Channel site powered by Travelocity.com.



#### Objectives:

- Increase awareness of AOL's Travel Channel and of the services, products and capabilities available to AOL members.
- Encourage repeat traffic, promote regular usage and stimulate e-commerce transactions.
- Create excitement for AOL and its Travel Channel, Chevrolet (Tahoe) and Travelocity.com.

#### Strategies:

- Create and implement a compelling, interactive Instant-Win promotion with a Sweepstakes overlay.
- Create a "Tell-A-Friend" program powered by AmericanGreetings.com that offers exciting prizes.
- Promote the campaign on the AOL welcome screen at various times and intervals.

#### Results:

- This promotion is the foundation for a growing relationship with AOL.



#### 'Digital Dorm Room'

VarsityBooks.com chose RealTIME Media to develop its first interactive online promotion specifically targeted to college students.

#### Objectives:

- Increase awareness among college students of campus bookstore alternatives.
- Increase the membership base for current and future marketing efforts.
- Encourage repeat visits to the VarsityBooks.com Website.

#### Strategies:

- Generate excitement by giving away prizes every day during the promotion.
- Utilize a Sweepstakes overlay to increase the number of game plays per member.
- Include a "Tell-A-Friend" component to encourage viral marketing for additional Sweepstakes entries.

#### Results:

- During the months that the promotions ran, VarsityBooks.com was the most visited college-oriented Website, according to Media Metrix.



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## — Entrees —

### **Our Signature Dishes (What Sets Us Apart)**

#### **Clients**

Our clients are some of the leading “click and mortar” and dotcom companies.

#### **Experience**

We’ve been doing online promotions since 1993 and have served over 125,000,000 game cards.

#### **Turnkey Approach**

We handle the entire promotion including strategy, creative, technology, data management, e-mail marketing, fulfillment, reporting and analysis.

#### **Instant-Win Promotions**

Our patent-pending Instant-Win technology provides higher registration rates and better ROI.

#### **Technology**

Our scalable infrastructure is able to handle over ten million game plays per day.

#### **Strategy**

We provide the expertise to match promotion strategy to corporate objectives.

#### **Prize Acquisition, Procurement and Fulfillment**

We have the resources and partners for securing and fulfilling prizes.

#### **Online and Offline Integration**

We have the experience to integrate online promotional campaigns with offline promotional elements.

#### **Multi-Partner Campaigns**

We have the ability and connections to develop multi-partner campaigns.

#### **Reporting and Analysis**

We provide customized reporting on details from the originating media source to the opt-in action.

#### **Service with a Smile**

We provide superior client and player support!

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## — The “Whine” List —

### A Varietal Selection of Issues (Questions and Concerns)

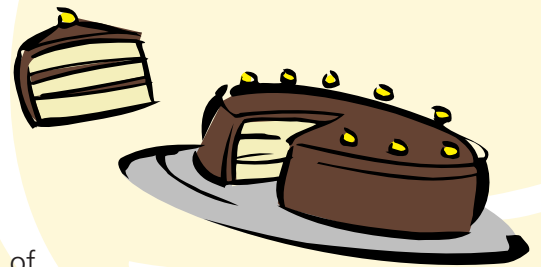
- ☉ “Where’s the traffic you promised me?”
- ☉ “This prize procurement is eating up my budget!”
- ☉ “My CEO wants the promotion up this month!”
- ☉ “My data is my data . . . I don’t want to share.”
- ☉ “I want to protect my customers and prospects and the data they provide to us.”
- ☉ “I don’t have the resources to execute this program.”
- ☉ “What is bonding? It sounds painful.”
- ☉ “How do I handle issues during the promotion?”
- ☉ “How do I know the promotion was a success?”



## — Just Desserts —

### A Tantalizing Recipe for Success (The Answers)

- ☉ Media analysis that defines benchmarks prior to campaign launch.
- ☉ Network of prize partners to deliver relevant, quality prizes.
- ☉ International acclaim for efficient and timely campaign delivery.
- ☉ Policy to not own, use or share client data.
- ☉ Safe and secure client data storage.
- ☉ Turnkey solutions.
- ☉ Rules, bonding and insurance capabilities.
- ☉ Complete and timely player support functionality.
- ☉ Complete back-end reporting and analysis at the conclusion of the campaign.





## — Recent Reviews —

### The Clients Rave

“RealTIME Media’s technical savvy, innovation and attention to detail have combined to create a compelling promotion. Consumers are responding to our promotion and we’re achieving our goals of loyalty, stickiness and conversion.”

—Van Barker  
Director of Marketing  
StoreRunner, Inc.  
a CBS Alliance

“RealTIME Media is the best online promotions provider to complement my offline promotions company. Their understanding of both markets makes it easy to work with them.”

—Gary O’Brien  
President & Managing Director  
Promotional Results Pty Ltd  
Sydney, Australia

“RealTIME Media’s campaigns have been well received by our audience and have exceeded our expectations for our online promotions. We expect our continued partnership to achieve real results for NFL.com and Superbowl.com promotions.”

—Evan Kamer  
Senior Director, New Media  
National Football League

“We are very excited about the opportunity to work with RealTIME Media. With their help, we have increased both our site traffic as well as lead generation.”

—Glenn Callahan  
Director of Internet Development  
& E-Commerce Systems  
Norwegian Cruise Line

**Reservations are now being accepted  
for your next online promotion!**

**888-224-1818**

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Over 125,000,000 game cards served since 1993.

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