

WHO THEY ARE

- 24/7 Virtual Assistant
- www.247virtualassistant.com
- Marketplace for on-demand personal assistant services



WHAT THEY NEEDED

- Native advertising solution to execute brand strategy
- Educate potential customers through stories
- Generate interest for brand on social media

WHAT THEY DID

- Worked with publishers creating content for entrepreneurs
- Gave publishers creative control over stories
- Measure native advertising performance through dashboard

WHAT THEY ACCOMPLISHED

- Bounce rate on publisher-referred traffic decreased to 19% (from 45%)
- Increased customers and social media engagement
- Stories received 10+ comments from publisher's community

Native Advertising Outsourced

24/7 Virtual Assistants uses native ads to build brand awareness and to educate new customers

Personal assistants are important assets for new businesses and entrepreneurs. With so many personal assistant services available, how does 24/7 Virtual Assistants, the highest rated PA company of 2014, stay top of mind for their customers?

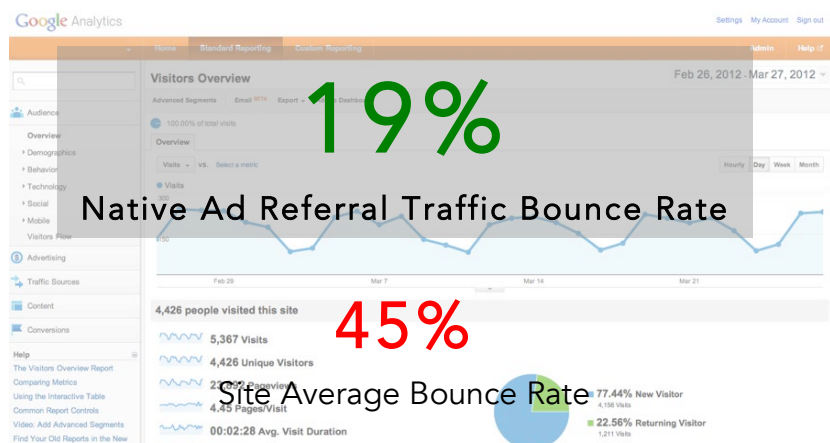


"We wanted to achieve higher engagement from people coming to our homepage, and native advertising solves this problem. The referral traffic from our sponsored stories is simply amazing! The bounce rate on this traffic is **19%**, more than 2X better than our 45% site average." - *Shajan Thomas, SEO Manager, 24/7 Virtual Assistants*

Native Advertising Leads To Higher Engagement

24/7 Virtual Assistants was looking for a native advertising solution to build out their brand strategy. They had executed campaigns with BuzzFeed and The Wall Street Journal but wanted to try working with more cost-effective publishers.

By placing sponsored stories across targeted entrepreneurship publishers, readers create positive associations between the published content and the brand. Bounce rates on referral traffic from the stories are at an astonishing **19%**, while the site average is 45%.



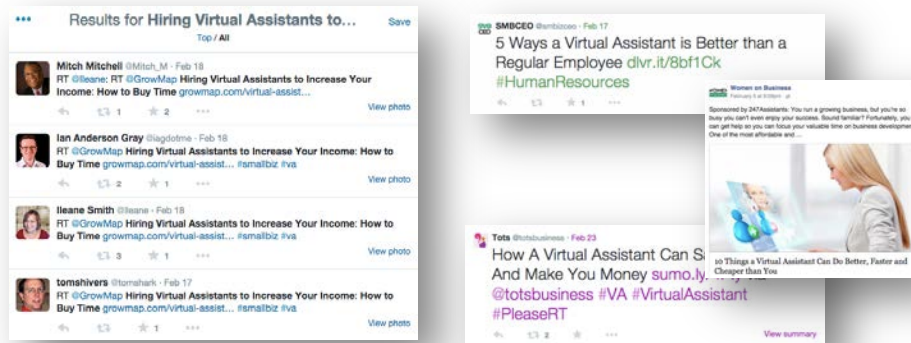
ABOUT COOPERATIZE

Cooperatize is the easiest way to publish branded content on thousands of blogs. Using the Cooperatize platform, brand managers can reach their target audience by finding relevant blogs, get sponsored posts written by the bloggers themselves, and track the performance of their posts. All sponsored posts integrate the brands seamlessly and abide by all FTC guidelines.

For more information, visit
<http://www.cooperatize.com>

New Audiences Reached With Social Media

In addition to writing and publishing engaging stories, the publishers have a strong influence on social media. Each of the publishers shared their stories via Twitter and Facebook that led to new audiences learning about the brand. Unlike traditional sponsored Tweets or Facebook posts, the publishers' main goals were to drive traffic to the story about the brand.



Publishers share their stories via social media to drive more traffic and awareness to the brand

Native Advertising Is Integral To Marketing Plan

Having worked with large websites for native advertising initiatives, the brand received a large uptick in traffic but this slowly waned over time. By working with smaller publishers who have a targeted niche audience with Cooperatize, the brand was able to reach their target audience. Many brands do not have the budget to invest in a large native advertising campaign, but Cooperatize is able to solve this problem for smaller brands who need to increase awareness at an efficient cost.

Cooperatize