



### Case Study:

## **LINKME MOBILE DELIVERS OVER 168,000 MOBILE CONSUMER ENGAGEMENTS FOR FIRST WOMAN'S DAY INTERACTIVE ISSUE**

**Background:** For its first interactive issue, *Woman's Day* partnered with LinkMe Mobile (formerly SnapNow) to engage consumers through a compelling mobile marketing campaign. The partnership provided readers an innovative way to connect with the magazine, brands, and advertisers — all through their mobile phone using LinkMe Mobile's patented image recognition technology.

**Strategy:** For the November 2008 issue, *Woman's Day* employed LinkMe Mobile's technology to connect readers with participating advertisers — which included Kraft, Pledge, Dove, Walmart, and several other household brands. By snapping on close to two-dozen ad and editorial pages, readers were able to watch videos, get health tips and enter sweepstakes all from their mobile phone. Offers included an Aussie Shampoo ad that delivered a video with quick and healthy hair tips, holiday dessert recipes from Kraft, and financial tips from NY Life. In educating readers about this technology and how they could access content beyond the printed page, *Woman's Day* devoted a full-page of the November 2008 issue to describing the technology, along with a detailed tutorial posted on [WomansDay.com](http://WomansDay.com). A custom link-enabled icon on each page told readers what content was interactive, as well as what promotion they would receive by taking a photo of the page.



**Results:** With their November 2008 issue, *Woman's Day* created what one analyst called "the Mona Lisa of interactive publications." Eleven advertisers participated and 11 editorial features were link-enabled, providing readers with numerous ways to use LinkMe Mobile's technology and receive enhanced value from the magazine. Consumer response exceeded all expectations, with **more than 168,000 mobile consumer engagements delivered from a single interactive issue.**

The partnership between *Woman's Day* and LinkMe Mobile grows stronger each day – with announcements of future collaborations to come in 2010.

**About LinkMe Mobile:** LinkMe Mobile ([linkmemobile.com](http://linkmemobile.com)) – the global leader in mobile image search technology – transforms static advertisements into interactive touch points (without the use of disfiguring bar codes) by linking consumers to additional content (e.g., mobile coupons, product information, targeted promotions) specifically tailored to influence consumer behavior. Advertising need no longer be just about impressions, as LinkMe Mobile's revolutionary, patented image recognition technology engages consumers in an innovative one-on-one brand conversation, thus providing brands and retailers real-time metrics about who is seeing their ads and interacting with them.

**About Woman's Day:** Since the pilot publication in 1931, *Woman's Day* ([womansday.com](http://womansday.com)) remains one of the most popular and best selling women's publications, offering lifestyle advice, food recipes, health tips, and home improvement ideas. The *Woman's Day* mobile site alone attracts over 500,000 monthly viewers – along with 1.5 million unique visitors per month to Woman'sDay.com. *Woman's Day's* print magazine has a circulation base of 3.8 million, with more than 22 million readers.

\*\*\* For additional information about how LinkMe Mobile's patented image recognition technology brings mobile marketing campaigns to life, please contact:

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