



MyVoucherCodes is the UK's top site for discount voucher codes on the web.

MyVoucherCodes
United Kingdom
www.myvoucherCodes.co.uk

Customer Challenges

- Struggle to retain first-time visitors
- Improve the amount of time users spend on the website
- Consistently acquire new users

Conduit Helps MyVoucherCodes Deliver Deals Directly to Shoppers

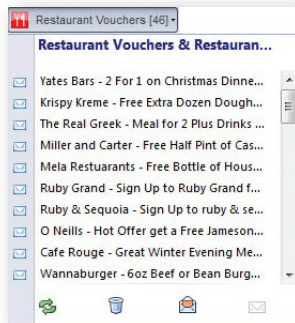
MyVoucherCodes Saves Shoppers Money Online

MyVoucherCodes.co.uk offers consumers a central source for over 1,500 different discount codes. New discounts and promotional codes are added to the MyVoucherCodes website daily from a variety of retailers. When new voucher codes are posted to the site, they go live instantly so visitors can see up-to-date discount offers and deals.

MyVoucherCodes generates, on average, more than 8 million unique visitors monthly. However, the site struggled with retaining first-time visitors and was therefore losing the opportunity to develop long-term customer relationships. Although traffic to the site was consistent, MyVoucherCodes knew the more time spent on their website and exposure to their content, user value and brand awareness would increase. MyVoucherCodes chose the Conduit Platform to improve the engagement of their community members and get exposed to new potential members.

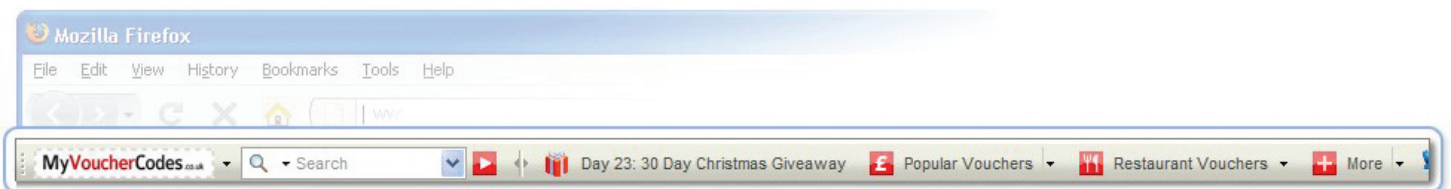
"After comparing various marketing solutions and weighing all the possibilities we knew that Conduit was the best solution as it offers unprecedented customisation with zero development cost," said Mark Pearson, founder and CEO of Markcomedia Ltd. "[The Conduit Platform] is a widely used tool. It seems that everyone is using [the Conduit technology] for customer retention – so we knew it was the solution for us, too."

MyVoucherCodes' Conduit Engages Users with Daily Shopping Deals



The MyVoucherCodes conduit provides an opportunity to engage users directly from the browser and desktop without having to wait for them to return to the website. The constant, branded browser add-on consistently delivers their unique content and time-sensitive information, such as shopping deals, to their users wherever and whenever they are online.

MyVoucherCodes Restaurant Vouchers on the Conduit



Community Toolbar

Conduit Solution

- Immediate access to over 1,500 different discount codes in the browser and on the desktop
- Exclusive offers sent right to the desktop
- Increased traffic and retention of more users
- Marketplace exposure and distribution
- Custom Analytics to help optimize MyVoucherCodes content on the conduit

MyVoucherCodes.co.uk

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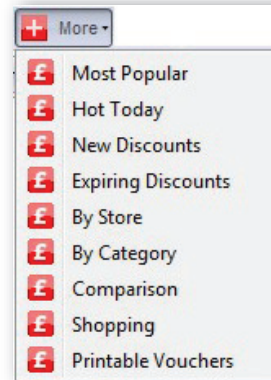
Mark Pearson
Founder and CEO
Markcomedia Ltd.

Effective Promotions to Drive Results

Following the implementation of the MyVoucherCodes branded conduit, return visits to the site and users accessing voucher codes steadily increased to **300,000 interactions per day**. The company felt that with the additional traffic, increased adoptions of the MyVoucherCodes conduit would further improve community interaction. Therefore, optimizing and seeking additional ways to increase awareness of the conduit was the company's priority.



MyVoucherCodes Popular Components on the Conduit



“With every new install, we improve engagement and retention. We were convinced that with Conduit, we have found the right tool to reach our goals. We needed a way to prominently promote our conduit and convince our first-time visitors to use our add-on on a daily basis.”

In order to increase adoption by users, Pearson and his team began promoting the MyVoucherCodes conduit on the front door of their site. They also included a promotion for the browser add-on directly on each voucher. Any visitor to MyVoucherCodes.co.uk is able to access the promotion, increasing the number of times a user is exposed to the benefits of using the conduit. In addition, visitors of the site that are already members of the Conduit Network can add a single component offered by MyVoucherCodes and add it with a simple click. This effort proved to be successful with an **80% increase in daily installations**.

MyVoucherCodes.co.uk

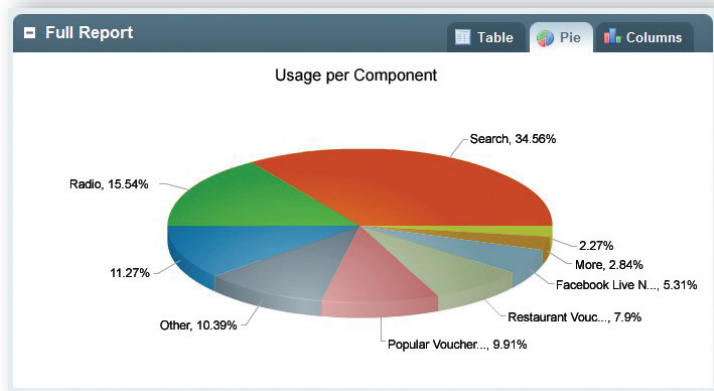
“By increasing adoption of our add-on, we have 308% more community toolbar installations, quadrupled Facebook sign-ups and almost 150% more followers on Twitter.”

Mark Pearson
Founder and CEO
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Key MyVoucherCodes Statistics

- **724,360** registered users.
- **1200** new users every day.
- **950,000** e-mail subscribers receiving regular newsletters.
- **9-10 million** visitors each month.
- **3500+** retailers working closely with us.
- **20,000+** different valid codes, deals and discounts.
- Almost **10,000 Facebook fans** – over 100 added every day.
- **2050** followers on Twitter – 20 added each day.

Given the enormous amount of first-time traffic the site receives, MyVoucherCodes felt they could still increase retention with additional exposure to the site’s content and offerings. MyVoucherCodes added an ever-present scrolling banner to their site, increasing exposure to the added benefits of using the conduit, as well as their other social media outlets.



Usage Report

MyVoucherCodes is now looking at how they can combine all of their promotional channels in order to capture their visitors’ attention from every angle. Currently, promoting on their site is feeding its customer newsletter, Facebook, Twitter, and installations of the browser add-on. The company will soon be using email marketing to invite their more than **400,000 subscribers** to install the conduit and join their Facebook and Twitter pages.

In conjunction to getting more traction with existing users of the site, MyVoucherCodes also wanted to gain additional exposure to **new users**. By leveraging the Conduit Marketplace, they were able to expose their content to **200,000 publishers and 60 million users** who are members of the Conduit network.

“By increasing adoption of our add-on, we have **308% more community toolbar installations, quadrupled Facebook sign-ups and almost 150% more followers on Twitter.**”

MyVoucherCodes recently added two of their most popular components, “Popular Vouchers” and the “30 Day Christmas Giveaway,” to the **Conduit Marketplace**. By adding these components to the Marketplace, MyVoucherCodes can increase distribution to users that would not have encountered their content otherwise.



MyVoucherCodes Marketplace Components

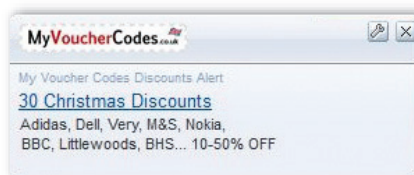


Business Results

- MyVoucherCodes conduit new user base increased **300%** overall with promotion on the website.
- Community interaction increased **250% in 30 days**.
- Custom MyVoucherCodes Desktop Alerts increased traffic to the MyVoucherCodes.co.uk site **28%** on average.
- Each additional promotion of the MyVoucherCodes conduit resulted in a **504%** increase of new users on average.

Marketing Channels Working Together to Fuel Growth

By creating and offering a custom conduit to their community members, MyVoucherCodes was able to successfully extend their unique content to the browser and the desktop. Add-on users have shown greater engagement rates and value potential more than users that were not using the add-on. As a result, the company also decided to leverage the Conduit platform by sending news alerts to users' desktops, **increasing traffic to the MyVoucherCodes.co.uk site nearly 30%**.



Desktop Alert

MyVoucherCodes will put their newfound success to work for a Holiday 2009 promotion. The company will be using their conduit to actively promote the competition with the "30 Day Christmas Giveaway" component, which will offer £30,000 in prizes to be won over 30 days. They will also use the site and the other marketing tools, such as the newsletter, to encourage members to increase adoption of the conduit where they can see the announcements of the winners of daily prize draws. Current MyVoucherCodes conduit users will also receive desktop alerts from MyVoucherCodes. The goal is to engage more than 500,000 people to take part in this free competition.



Codes Christmas Giveaway Component

"Through all of our efforts, we are striving to make our brand synonymous with voucher codes. Conduit was the missing link that connected all of our marketing efforts – contests, social media outreach, search and more – and allowed us to build a connected online community of fans who interact with each other, share codes, discuss deals and recommend our site as the trusted source for voucher codes and deals," said Pearson.

A B O U T C O N D U I T

Conduit enables web publishers to distribute their offerings directly and through its global network of more than 200,000 publishers and their 60 million users. Conduit is the inventor of the SaaS platform that allows web publishers to create and distribute their content and products on a custom community toolbar using all the leading operating systems and Internet browsers including Internet Explorer, Firefox and Safari. The free, powerful Conduit platform has earned the prestigious TRUSTe Trusted Download certification. With the Conduit Open™ initiative, launched in 2009, Conduit is creating new distribution opportunities by simplifying the sharing of content and applications via community toolbars across the World Wide Web. The platform has been adopted by major brands such as Fox News, Habbo, iWin, Major League Baseball, NHL teams, Softonic, TechCrunch, and Travelocity, as well as thousands of small and medium organizations in 120 countries around the globe. If you want to Conduit Your Site, visit: www.conduit.com.