

iMediaSalesTeam is a collaboration of senior online ad sales professionals with an average of 10 years selling online media. We work as the 'sales team' for top brand web properties. As the ad sales team we work seamlessly with the ad ops teams to provide solid branding and performance solutions for advertisers and media buyers.



Goals

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million men and women 50+. AARP Membership is the division of AARP responsible for adding new members. The campaign's top goals were to drive quality traffic and provide efficient CTR to reach success metrics based on new AARP Membership sign-ups.

Execution

AARP Membership utilized the strong 50+ reach of Legacy.com with US targeted banners, text links and dedicated emails.

About Legacy.com

As the #1 online source for notable and recent obituaries, Legacy.com reaches more than 18 million unique visitors each month and generates more than 200 million page views. Legacy.com attracts educated and family-oriented consumers in the highly sought-after Baby Boomer segment — Legacy.com users are 84 percent more likely to be Baby Boomers. Boomers carry significant purchasing power, are highly receptive to advertising and are motivated to make positive lifestyle changes.

Results and Client Feedback

AARP Membership has consistently reached all success metrics with campaign. The dedicated emails performed particularly well for new member sign-ups. AARP and their agencies Aimia and InfoGroup have signed agreement after agreement for over the past 2 years, including 2013. "We wish you had more!"

