

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

As the world's largest online resource for family history, Ancestry.com, is the top destination for individuals wanting to learn more about who they are and where they came from.

Ancestry.com's online advertising efforts aim to reach these individuals and get them to sign-up for memberships. During 2012 the campaign had volume subscription goals with a CPA range of \$40 to \$48.

Execution

Ancestry.com had a consistent presence with iMediaSalesTeam's network of partners throughout 2012. The year-long campaign included all types of banner placements on the network with consistent optimization and performance improvements.



Results & Client Feedback

The campaign achieved the effective CPA goal of \$45 and iMediaSalesTeam became a top 3 media partner. Ancestry.com also consistently reached their CTR and membership sign up goals.

iMediaSalesTeam continues to be a top partner for Ancestry in 2013-2014. We've worked with Razorfish, BlackBag, and 360i, as well as with Ancestry directly. "iMediaSalesTeam was an integral part of the Ancestry.com business and proved to be a valuable partner contributing to conversions and efficiencies."

- Senior Media Planner

