



Success Stories

Case Study: Commission Monster Works for Major National Project

Eye Media

From the Vault, was a major collaborative project involving Australia's foremost museums, galleries and archives.



Coordinated by the Australian Capital Tourism Corporation, the project set out to promote a three month exhibition of treasures previously unavailable to the public.

With support from the Australian War Memorial, National Archives, Old Parliament House, National Museum of Australia, and the National Library of Australia, the brief was to inspire a nationwide audience to visit Canberra to see *National Treasures from the Vault*.

And this all had to be done in the most efficient and cost-effective way possible.

A theme website and online competition was created by Melbourne-based Eye Media Australia, with traffic supplied by Commission Monster through its Australia-wide affiliate network.

"Commission Monster was able to give us a set cost per entry for our online competition, so the budget and results could be precisely determined prior to launch," said Gordon Williams, Director of Eye Media Australia.

"There was no comparison between Commission Monster's cost-per-signup method and the hit or miss approach of cost-per-impression or cost-per-click advertising."

"For our client to incur any cost, Commission Monster had to get us a complete registration for our competition and database; not just a click through. That cost was comparable to other online advertising that often just promise estimates of impressions or clicks," Mr Williams said.

"The added benefit, which cost nothing at all, was to bring tens of thousands of additional visitors to the website and expose hundreds of thousands more to our promotional message."

"Our best estimate is that Commission Monster gained web traffic registrations at less than one quarter the cost of search engine cost-per-click advertising and as little as one twentieth the cost of online banner advertising," Mr Williams said.



Contact Sales

Please call/email us to arrange a meeting and demonstration on how we can fulfil your online business solution needs

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