



In Focus:



"Our relationship with Neverblue has been nothing but positive, their highly professional and responsive team has helped Bidz.com grow and expand our Affiliate Marketing program. They are always a pleasure to work with"

- Marketing Manager, Bidz.com

Bidz.com

Case Study

The Client

Bidz.com is an online retailer of jewelry. They are the largest interactive online jewelry auction with auctions starting at \$1 every 5 seconds.

Performance without Bounds

Bidz.com was one of the early adopters of performance-based marketing and this has been a leading factor in the company's success. They realized early on that there were vast potential and market opportunities that were not being reached, but through Neverblue affiliates they were able to reach these untouched markets. Bidz.com has always been open to affiliate marketing and was one of the early adopters of this effective marketing avenue.

It Just Works

Bidz.com launched their first affiliate marketing campaign with Neverblue in 2006, with a single offer. Since then, they have launched 10 more campaigns and Neverblue has become one of their largest partners. Through a strong partnership and proactive communication, Bidz.com was able to grow their Neverblue campaign revenue by 1712% in 2008. Neverblue has strong quality management practices that ensure Bidz.com attains its desired target demographic. Bidz.com has utilized Neverblue's in-house design team to help them create higher converting campaigns and display creatives. Between good communication, quality leads and evolving creative, Bidz.com is able to concentrate on their core business of online retailing.

All that Glitters is Gold

Moving forward, there will be a strong emphasis on international growth. As of 2008, Bidz.com is now available in English, Spanish, Arabic and German. Entering the international arena, as a specialty auction store, Bidz.com has to increase their presence. This means increasing marketing and increasing their affiliate programs proportionally.



A beautiful, diamond adorned, white gold ring on the Bidz.com website auctions for nearly 75% of the retail price. Bidz.com was able to grow their Neverblue campaign revenue by 1712% in 2008.

Neverblue and Bidz.com will prosper even further in the future with internationally targeted traffic and further success with the mature CPA advertising programs that Neverblue has developed.



Make Your Network Neverblue.

Neverblue - Suite 201 - 1221 Broad Street Victoria, BC V8W-2A4 Canada
Phone: +1 (250) 386 - 5323 ext. 300 **Toll-Free:** (USA & Canada): 1-877-LEAD-GEN
Email: sales@neverblue.com www.neverblue.com