



CafeMom, the leading social networking site for moms, partners with *sendtraffic* to connect with mothers across the web

CafeMom.com

The Result

Within four months, *sendtraffic* helped CafeMom generate over 50,000 new registrants from paid search.

"The CafeMom community has grown rapidly since our launch in November 2006. Our partnership with sendtraffic and our SEM campaign have contributed greatly to our consistent growth month over month."

Michael Sanchez, CEO
CMI Marketing



The Company Background

CafeMom is an online community created especially for moms. Since its launch in November 2006, thousands of moms have come together online to swap stories and advice on a huge range of topics, share photos, and connect with friends. Cafemom users each get their own homepage which they can customize to show off their personality. Plus, they can start public or private groups with other moms about common interests. Moms of all ages and beliefs are now meeting, conversing, and having fun at Cafemom.

The Immediate Opportunity

There are over 40 million moms in the US with kids at home. This is the audience CafeMom was targeting to join its web 2.0 social networking community. With a half dozen competitors already in the race to dominate the social networking space for moms and parents, CafeMom needed to scale quickly and efficiently in order become the top destination for moms to interact on the web.

The Solution

Working closely with CafeMom, *sendtraffic* gathered a core group of account managers to devise a keyword and ad copy strategy that encompasses 100,000+ *very targeted* keywords across hundreds of topics. Focus was paid to the non commercial keyword groups and attention was given to associate the keywords to the page content ensuring the best overall user experience. By associating this content to the keyword and testing several landing pages, *sendtraffic* was able to scale growth while maintaining the optimal ROI. Contextual targeting was used from the start, but tracked through MarketingDashboard's unique referrer analysis system to "site exclude" non performing URL's and subsequent conversions.

The Result

CafeMom is now the largest and fastest growing social network for moms with over 200,000 members and 30 million monthly pageviews.