



Beer.com

Increase Traffic with Viral Avatar Campaigns



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Abby Web

FOR IMMEDIATE RELEASE

For additional information contact:

Brett D. Miller

Phone: 877.305.1341

E-mail: bmiller@getabby.com

Turning **10 E-mails** to **23 Million Visits**

Overview: Meet Tammy

In 2004, Beer.com launched an interactive avatar experience known as virtual bartender. Visitors to the website were able to give the female bartender different commands or requests to be carried out (“Fight like a Jedi” “Dance on the bar” etc.).

What started with 10 simple e-mails being sent to friends of the site, containing the link to beta test the Virtual Bartender, erupted to over 10 million sessions in less than 1 month!

- Average length of visit to Virtual Bartender: 10 minutes
- Over 23 million total sessions
- Virtual Bartender attracts an average of 8,000 – 10,000 new fan members per month

The Challenge: Increase Sales, Decrease Sales Costs

Men’s lifestyle websites are a highly competitive traffic race. Beer.com needed a low-cost solution for driving new traffic to the site and doing so quickly. They needed something different, something engaging and something viral.

Objectives:

- Collect customer knowledge of key target audience
- Increase loyalty to the brand and website
- Develop a unique viral campaign
- Raise awareness of the website
- Connect and interact with users of the site



Strategy

With the ability to ask open-ended questions and commands, Beer.com was able to build a database and profile of their visitors as well as marketing and advertising opportunities within the community.

So, Beer.com accomplished this objective by launching an interactive application called Virtual Bartender. Tammy was an online, interactive video application that allowed visitors to interact by typing in requests. ABBY used her patented context-based engine to interpret the requests and display the appropriate video response.

The link was sent over 10 emails to close friends of beer.com for launch.

Special "Easter egg" requests were distributed occasionally to engage and build interest in becoming part of the Virtual Bartender Fan Club.

Execution: Outcome

23.6 million visitors have experienced the Virtual Bartender since Nov 2004. Beer.com saw approx. 235,000 visits to Tammy each month. The campaign resulted in over 200,000 new members of the Virtual Bartender Fan Club (over 80,000 in the first week).

The average length of a visit to Virtual Bartender was approx. 10 minutes. The first 'Fan Site' was created within 12 hours. By the end of the second week, 5.4 million sessions made Beer.com "the #1 fastest growing site in the World as rated by Alexa.com."

See **MarketingSherpa's** 2006 Viral Hall of Fame:

<http://www.marketingsherpa.com/vas2006/2.html>

Contact Us:

Brett Miller bmiller@getabby.com

1.877.305.1341