

Microsoft Digital Advertising Solutions Site

Who:

Microsoft: Responsible for informing advertisers about ad opportunities on Microsoft properties.

What:

Site Maintenance & Redesign

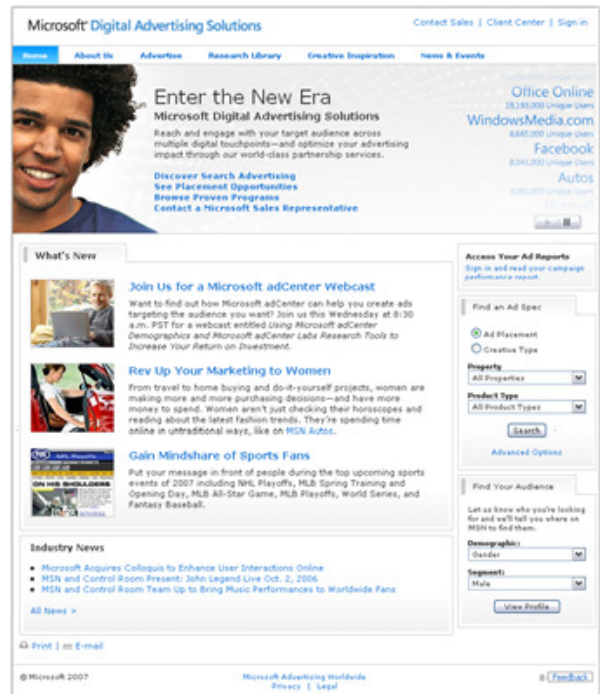
When:

December 2005-December 2006

Highlights:

Contracted through Idea Integration's Interactive group (www.ideaii.com) to keep content fresh on the Microsoft advertising site.

- ⊕ Contributed home page feature stories and articles used throughout the site; edited case studies, best practices, and research reports.
- ⊕ Wrote scripts for Flash demos and copy for banner advertising.
- ⊕ Researched, wrote, and provided daily reporting for numerous event landing pages.
- ⊕ Consulted on Content Strategy, Voice & Style Guide, and Editorial Calendar.
- ⊕ Worked closely with User Experience Team on several sections of the site for the redesign
- ⊕ Became "expert" on search advertising content related to Microsoft adCenter



Web Address:

<http://advertising.microsoft.com>

Site Statistics:

Unique Visitors: nearly 58,000 weekly

Page Views: nearly 120,000 weekly

Conversion Rate for Sign-ups: 7%