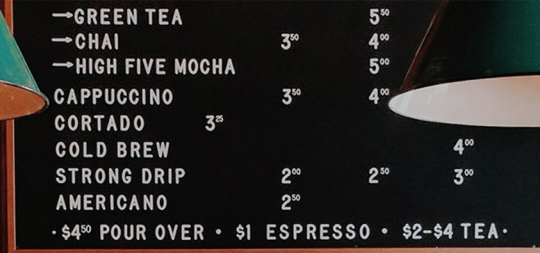


GAP

GAP CASE STUDY

The team at Blender Networks created a customized SEM strategy which integrated into Cartageous.com to drive the following for The Gap.

- LEADS
- REVENUE
- CONVERSIONS
- COST SAVINGS



A menu board from a coffee shop with a list of drinks and prices. The board is mounted on a wall with vertical wood slats. A person wearing a tan hat is visible in the foreground, looking towards the menu.

—GREEN TEA		5 ⁰⁰
—CHAI	3 ⁰⁰	4 ⁰⁰
—HIGH FIVE MOCHA		5 ⁰⁰
CAPPUCCINO	3 ⁰⁰	4 ⁰⁰
CORTADO	3 ⁰⁰	
COLD BREW		4 ⁰⁰
STRONG DRIP	2 ⁰⁰	2 ⁰⁰ 3 ⁰⁰
AMERICANO	2 ⁰⁰	
• \$4 ⁰⁰ POUR OVER • \$1 ESPRESSO • \$2-\$4 TEA •		

CHALLENGE

- Position The Gap strategically on Cartageous.com to encourage user engagement and drive new customer acquisition.
- Quickly build a critical mass of targeted customers.
- Meet or exceed The Gap's 4 to 1 ROI metric.

SOLUTION

- Create Gap portal page on Cartageous.com to feature Gap products.
- Leverage Social Media sharing into The Gap's portal page on Cartageous.com.
- Craft a powerful SEM strategy to promote The Gap on Cartageous.com.



WHY CARTAGEOUS.COM?

- Fasted Growing CSE in North America
- Ranked in Top 10 converting CSE's

RESULT

During the initial one month test, Cartageous.com not only met, but exceeded the 4 to 1 ROI goal by delivering a 20 to 1 ROI for The Gap. Based on this successful performance, iProspect began running other Gap Inc. brands such as Old Navy, Athleta, and Banana Republic.

