

MSN Helps books.com.tw Top Bestsellers List



"MSN is fully understanding of our needs and genuinely interested in executing successful digital marketing."
 Charles Lee
 Marketing Manager



Background

Based in Taiwan, Bookland established books.com.tw to become the leading online bookstore. Featured in the MSN Taiwan eshop, the site offers the sale of books and related products and has become a uniquely exclusive shop joining other best-of-breed online merchants.

Challenge

Books.com.tw continued to look for ways not only to meet and deliver the features that booklovers wanted, but also to increase its customer reach, site traffic and of course, drive sales.

Target

- Computer and Internet-savvy users with higher income and overall, would be more receptive to online shopping

Goals

- Expand reach, exposure and customer awareness of books.com.tw
- Increase site traffic
- Increase sales and online purchases

Results

- The average transaction size or online spending per MSN user was 17% more than that of the leading portal in Taiwan.
- Books.com.tw used MSN's Webcourier, a Hotmail opt-in newsletter service, as a communications tool.
- The bookshop's four newsletters received more than 220,000 subscribers in less than two months.

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Books.com.tw was highly integrated on MSN through prominent exposure, including quick links to the bookshop site through banners on MSN Taiwan's home page and related channels. For example, on the Lifestyle Channel, there are references for lifestyle-related books and links that direct users to the appropriate books.com.tw eshop section.

Customized Marketing Solutions

As MSN is a leader in developing exclusive digital marketing products and customized solutions, books.com.tw was able to offer unique promotions and capture potential customers. For instance, in being able to offer special e-coupons to first-time MSN customers, books.com.tw was able to attract a targeted, loyal user base and create a solid revenue stream.

Targeted Approach

MSN presents its online partners with a very targeted and qualified user profile. For example, MSN Taiwan users are not only more web-savvy, but tend to have a relatively higher-income with over 47% of its users with a household income over TW\$1,000,000. Books.com.tw maximized the impact of its campaign by focussing its marketing efforts, rather than communicate through a broad reach that often falls into an uninterested, inappropriate user base.

"We were able to leverage on best-of-breed online merchants and capitalize on profitable networking opportunities." image through innovative digital services and uniquely compelling creatives."

Charles Lee
Marketing Manager

"Most important to us, MSN brought the right consumer demographics that we were after."

Charles Lee
Marketing Manager



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