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Zadspace runs 200th unique advertising campaign

On January 4, 2010, Zadspace began running the 200th unique advertising campaign with an offer for the Ab Circle Pro™ home fitness machine.

LOS ANGELES, CA (Marketwire – January 14, 2010) – On January 4th, Zadspace, Inc. began distribution of its 200th unique ad campaign, a new promotion for Ab Circle Pro, a highly successful home-fitness machine of the same name. The Ab Circle Pro is exclusively distributed in the US by the Direct Entertainment Media Group, Inc. (DEMG). With this latest campaign, Ab Circle Pro redoubles its use of the Zadspace network for direct customer acquisition.

“We initially tested the Zadspace solution in Q3, 2009 because we saw a unique way to boost new customer acquisitions,” said Cindy Minionis, Vice-President of Marketing for DEMG. “The ROI for the channel has been positive, so we integrated the Zadspace solution into our overall marketing strategy by getting a second campaign up and running.”

Zadspace campaigns differ from traditional direct marketing as the company leverages the real-time collective intelligence of the Dimensional Modeling Engine (DME) to dynamically determine ad placements.

“We program the campaign targeting parameters, but the DME selects the Ab Circle Pro campaign for specific customer orders, so we really didn’t control which campaign would be the 200th,” said James Ho, VP of Products and Co-founder of Zadspace. “However, we were thrilled it was one of our ongoing partners, Ab Circle Pro, as our goal has always been to provide a consistent and effective medium for advertisers to increase awareness of their products and services.”

About Zadspace:

Founded in 2006, Zadspace is a privately-held, venture-backed direct marketing company with offices in Los Angeles and New York City. Zadspace endeavors to “make every offer received relevant to the consumer” and thereby increase the effectiveness of direct marketing and eliminate waste. Through technological innovation and its “outside of the box” medium, Zadspace has created a better way to deliver targeted, one-to-one marketing messages. For more information, visit www.zadspace.com.

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