



Sometrics Gstar Booth #: E-30

*For Immediate Release*

## Sometrics Solutions Help ijji.com Boost Offer-Based Virtual Currency Revenue by More Than 30 Percent

### ***Optimization Techniques Help Game Publisher Streamline and Target Offer Presentation to Increase Rate of Completion in Excess of 15 Percent***

BUSAN, South Korea (Nov. 24, 2009) – Sometrics (<http://www.sometrics.com>) has helped online hardcore gaming portal ijji.com (<http://www.ijji.com>) increase offer-based revenue by more than 30 percent by optimizing the way the website presents advertiser-based offers to its members. The companies made the announcement on the eve of Gstar, South Korea's global video game industry event.

ijji.com enables players to earn G Coin, the portal's currency used to make purchases in more than a dozen games housed on the site. By presenting users with offers to take specific actions that generate responses for advertisers – taking a survey, joining a book club or signing up for a subscription to Netflix, for example – ijji.com lets gamers play for free, while the publisher generates advertising revenue. ijji.com community members also have the option to purchase G Coin with cash, credit, PayPal, scratch cards and more.

ijji.com turned to Sometrics to help increase the rate at which users accept the offers and complete the actions to earn their currency. Initial results include a 15 percent increase in the rate of completion, and more than 30 percent increase in revenue to date.

Using the Sometrics Offer Solution and Payment Manager, the two companies improved the targeting of the offers based on user demographics, so players automatically are shown offers to which they're more likely to respond. Both companies also enhanced the user interface by removing a step from the process, so

that as soon as a user clicks on “Get Free G Coin,” they are shown a feed of offers from the best-targeted offer network. In addition, Sometrics created a custom navigation feature for ijji.com, enabling users to toggle between the different offer networks.

“Our ultimate goal is to increase revenue by shifting traffic to the better-converting networks based on specific demographics,” said Ian Swanson, co-founder and CEO of Sometrics. “The more streamlined and targeted the process is, the more likely players will complete the actions and generate revenue for ijji.com.”

After the testing phase concludes, the companies estimate revenue to increase another 10-20 percent based on further targeting. They have recently shifted the traffic distribution of the offer providers, after seeing clear differences in performance.

“Creating a tailored and seamless experience for our members is paramount, and with Sometrics’ help, we’ve optimized our offer-based virtual currency – not only increasing revenues and completions, but now more users are receiving those targeted offers,” said Philip Yun, CEO of NHN USA, which owns and operates ijji.com. “Now we’re getting the most important information in front of gamers within one click – and that information is targeted, making it more likely they’ll respond. The results have exceeded our expectations so far.”

Using Sometrics’ Offer Solution and Payment Manager, game developers and publishers are able to see trends across all offers and networks, see which audience demographics respond to which offers, and direct traffic accordingly to optimize conversions and increase revenue. Sometrics’ own offer solutions have a global reach with more than 4,000 ads across the network, and have achieved an average eCPM of more than \$700.

For product demos, contact Jennifer Bartlett or Mickey Maher at [demo@sometrics.com](mailto:demo@sometrics.com).

**Links:** [Twitter](#) [Facebook](#)

#### **About Sometrics**

Sometrics ([www.sometrics.com](http://www.sometrics.com)) pioneered social intelligence – combining deep, relevant social analytics with precision-targeted ad serving capabilities to help developers and brands monetize the social web. The company has adapted its advanced targeting and optimization expertise to

give online game developers the first-ever full-service offer and payment management solution. Sometrics provides one place to manage everything – all the ads, all the offers, and all the offer networks – coupled with powerful analytics capabilities that help publishers/developers analyze all activity, down to detailed demographics. Sometrics has received funding from Steamboat Ventures, Greycroft Partners, AT&T and was the first recipient of capital from The Mail Room Fund, an investment consortium that combines big Hollywood (the William Morris Talent Agency) with Silicon Valley (Accel and Venrock). Sometrics is based in Los Angeles.

**About ijji.com**

ijji.com ([www.ijji.com](http://www.ijji.com)) is the leading portal for hardcore online gaming. Owned and operated by Irvine, Calif.-based NHN USA, Inc., ijji.com launched in 2006 and now boasts more than 9 million unique registered gamers. The portal hosts a diverse suite of hardcore, fast action free-to-play online games, each with an optional micro-transaction model.

ijji.com’s extensive portfolio includes the renowned online games Lunia, GUNZ The Duel®, SOLDIER FRONT™ and DRIFT CITY™. The portal will soon include the highly-anticipated Unreal Engine 3-powered games Huxley: The Dystopia, a massively multi-player first-person shooter (MMOFPS), and Alliance of Valiant Arms, a multi-player online first-person shooter (MOFPS); in addition to the World War II-era MOFPS KARMA: Operation Barbarossa and the fantasy MMORPG Soul of the Ultimate Nation.

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