

## fish4prizes developed for fish4 by TopFox

### Introduction

fish4 is one of the UK's leading websites for people looking to find their dream home, job or car. The company was developed in 1999 and is now run by two of the biggest regional press groups: Newsquest Media Group and Trinity Mirror plc. This relationship means fish4 adverts appear in 390 local papers every week of the year and powers the search on a network of 200 local and regional press websites.

### Objectives

fish4's impressive range of sites and services generates a large, loyal base of visitors. The core objective was to monetise this traffic further, whilst at the same time retaining loyalty and increasing engagement. In addition, any promotional involvement needed to be transparent, fun to take part in and interactive for visitors.

### The Magnetise Approach

TopFox, one of the Magnetise Group's range of online lead generation solutions, was deployed to provide the business with a true white-label competition platform. The solution allows fish4 to run competitions and lead generation campaigns for advertisers, creating an additional revenue channel at the same time as providing visitors with engaging new content and opportunities.

The TopFox solution is designed to be fully customisable, ensuring every aspect can be tailored to fit fish4's brand. The resultant competition site, hosted at <http://www.fish4prizes.co.uk>, fits snugly into the fish4 suite, integrated across the business to optimise the user experience.

The customisation options enables the site to fully reflect the specifics of the fish4 brand, such as outlines, shadows, fonts and borders. The competitions on offer can be selected by fish4 from a wide range within the TopFox network, while the platform also provides the facility to set up and run exclusive promotions.

Visitors can quickly register for fish4prizes at the same time as registering for other fish4 services, while fish4prizes can include newsletter registrations within its sign up process.

### Initial Results

In the first 6 months, the fish4prizes site registered over 10,000 members.

### Snapshot

- ✓ TopFox created fish4prizes to monetise traffic, increase engagement & retain loyalty
- ✓ fish4prizes fits seamlessly into the fish4 brand and experience
- ✓ Visitors are kept on site
- ✓ Over 10,000 people registered in 6 months



Competition website



fish4prizes newsletter

## Ongoing Activity

Custom designed marketing assets are regularly provided to keep the look and feel fresh and in line with the continued evolution of the fish4 brand. These highlight and promote the latest and most popular promotions, competitions and prizes, ensuring there is always something new to engage with while maximising revenue generation capability for the business.

## Conclusion

Fish4 Ltd., operator of the fish4 website, commented:

“The TopFox competition solution delivers a high quality service to our visitors and has provided a great level of flexibility for fish4. The variety of competitions and marketing assets provided is fantastic and we can even add our own competitions to the system.”



Customised banners

Co-registration opt in

Would you like a chance to Win a Year's Free Shopping at Tesco?  Yes, please  
 fish4prizes is pleased to offer this free competition. Simply tick the box and we will send an email to confirm your entry. Best wishes and good luck! [Terms & Conditions](#) | [Privacy Policy](#)

## About the Magnetise Group

The Magnetise Group is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its proprietary technology platform supports a suite of products for the creation and management of advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Clients include Northern & Shell, Maxim, Fish4, CD WOW! and Business Traveller publications, with campaigns being run for telecom and utility providers, consumer brands including Nokia, Starbucks, Hugo Boss and McCain, as well as retailers such as ToysRUs, Littlewoods and BrandAlley.

Current products include:

- TopFox: UK's leading white label competition platform with over a million active users, integrated into top tier publications.
- In-Banner: improves standard display advertising by adding data capture capabilities with real-time validation and pricing.
- Lead Intelligence: bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.
- In-Video: unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.