

# PERPETUATE YOUR BRAND

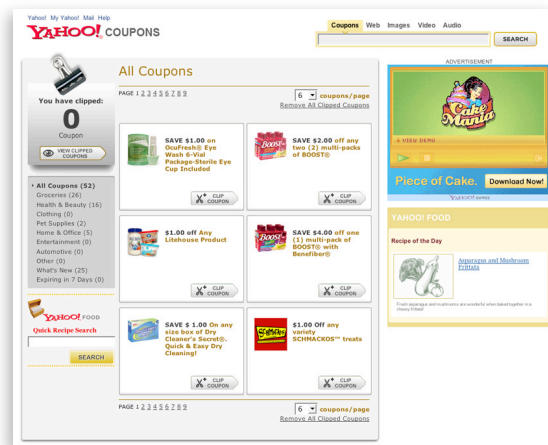
## Macquarium Helps Yahoo! Click with Partners

### THE CHALLENGE

Build Partnership Program to Generate Advertising Revenue

Yahoo! is an advertising cash machine. The global Internet communications, commerce and media company earns more than \$5 billion annually in online ad revenue.

To maintain their growth in ad revenue, Yahoo! enlisted Macquarium's help in building up its partner program.



### INTERESTED IN MORE?

For more case studies, visit us at [macquarium.com](http://macquarium.com)

### THE SOLUTION

Develop Customized Portals for Yahoo! Clients

Initially, Macquarium designed and developed several portals for major Yahoo! clients, including a retailer, a hospital, and a bank. Each site featured custom-tailored content integrated with the client's technology and applications.

Next, Macquarium worked with Yahoo! partners to create highly contextual portal pages—with each page “personalized” for the partner's core audience.

Example: For a major hotel chain, Macquarium developed a special landing page for guests as they signed on to the Internet in the hotel lobbies. Localized for each hotel's location, these “Internet Lounges” combined content from the hotel chain and Yahoo! for customized searches, interactive maps, weather, news, and a blog driven by the hotel concierge.

Macquarium and Yahoo! continue to click well together. We are working on Yahoo!'s partnership programs with other major brands.



client: Yahoo!

industry: Internet Advertising