

FedEx Jancomm BAGs

**THE BANNER ADS  
THAT TRIGGERED 324,686 CLICKS IN TWO MONTHS**

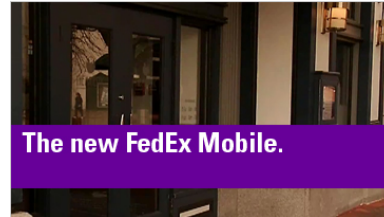
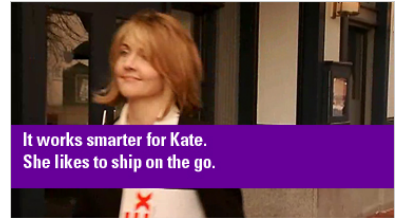
# fedex.com January Communications

- Our assignment:
  - Plan and execute an integrated campaign to launch the redesign of fedex.com.
  - Promote 173 new features across 11 applications.



# Above and beyond

- Proposed and produced the first-ever video banner ads on fedex.com.



# Results

- Of 19 banners in rotation on the fedex.com homepage from February to March 2008, 83.75% of the total clicks (more than 300,000) came from four banners created by Counterpart.
- In each of the two months, our banners were the highest-performing.
- Across both months, our lowest-performing banner outperformed the next highest-performing banner nearly three to one.