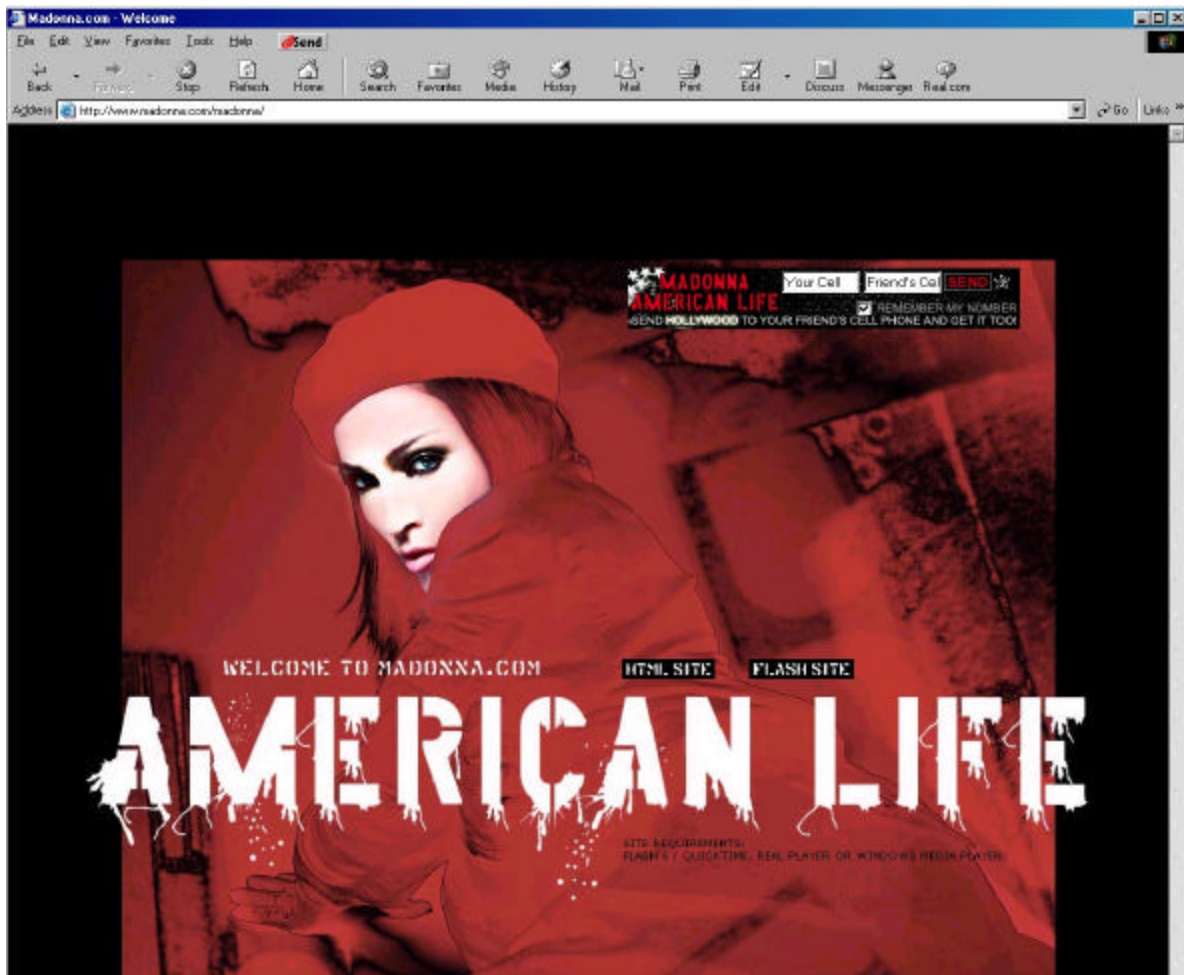


ipsh! Case Studies : Warner Bros Records / Madonna



ipsh! TextBlast on Madonna.com homepage (April, May 2003)

ipsh! P2P was recently used to promote Madonna's new album, *American Life*. In merely one month between April 3 and May 3, 2003; over **30,000 text messages** were sent virally to friends from the banner unit as placed on www.madonna.com (screenshot above). Of 30,000 messages sent, **62.1%**, or **18,630** recipients of the message pressed 'TALK' on their phones to dial into ipsh! voicemail and listen to Madonna's new singles, *American Life* and *Hollywood*. These callers listened to the audio clips for an average of **32 seconds**. Roughly 33%, or over **10,000** senders consequently opted themselves in for future campaigns, by keeping the 'Remember my Number' box checked upon pressing submit.

- 1 month time period (may3-apr3)
- 30,000 text messages sent virally
- 18,630 (62.1%) callers dialed into listen to track
- 10,000+ (33%) mobile registrants for future campaigns