



Scenario

Allrecipes.com, the world's number one food site, receives 10 to 15 million unique visitors monthly. 100 percent community-driven, the site serves as a convenient, trusted destination where home cooks can connect with one another and exchange everyday cooking experiences through user-generated, editor-approved recipes, reviews, photos, profiles, and meal ideas.

Recognizing that 20 percent of its audience was originating from outside the United States, in 2008 Allrecipes launched independent versions of the site for the United Kingdom, Australia/New Zealand, France and Germany to localize the online experience for its growing international audience.

Solution

In executing its plans for international expansion, Allrecipes wanted to seamlessly redirect visitors from the original .com site to the new international sites, and turned to Digital Element, the leader in IP Intelligence and geotargeting technologies. Leveraging Digital Element's NetAcuity technology, not only can Allrecipes seamlessly redirect visitors to the new international sites, but they can also target relevant messages to cooks based on their geographic location.

When rolling out the international versions for the UK and Australia/New Zealand markets, NetAcuity was used to efficiently and effectively identify cooks visiting the Allrecipes.com site from these countries. To help with the transition, visitors were presented with a message delivered via a floating window educating them about the new, localized site offerings. By identifying these international audience segments and presenting geographically-targeted communications, traffic to the localized sites increased substantially.

Success

With 49 percent year-over-year growth, Allrecipes is one of the first vertical social networking sites to expand internationally. Recognizing the universal appeal of food and the worldwide growth of social networking, Allrecipes has been able to leverage technology to create a globally recognized and relied upon community of user-generated content for everyday home cooks across the globe.

"We have built true, global brand affinity by localizing the content at each of our international sites to create a better online food experience," said Ryan Mulcahy, Allrecipes' director of international advertising and marketing. "Digital Element's precise geotargeting technology, which easily integrated with Allrecipes' proprietary technologies, has been a significant asset in helping to understand and meet the needs of our growing global audience."

Success Highlights

- Leveraging Digital Element's NetAcuity technology, not only can Allrecipes seamlessly redirect visitors to the new international sites, but they can also target relevant messages to cooks based on their geographic location.
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Testimonial

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Ryan Mulcahy,
Director of International Advertising
and Marketing Allrecipes.com