

Dear {FIRST\_NAME|Reader},



Happy 2012 and welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

Have you heard of Pinterest? It's the hot new image-sharing site with exploding popularity. In January, comScore reported the site had 11.7 million unique users making it the fastest site in history to break through the 10 million unique visitor mark. But is Pinterest just the latest fun time sink or does this growing social site have implications for online marketing? Read [this month's feature article](#) to find out how much attention you need to pay to this new arrival and its potential for your business.

Happy marketing!  
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### Feature Article

## Generate Interest with Pinterest



Managed by Cold Brew Labs in Palo Alto, CA, Pinterest is the hot new image-sharing site with exploding popularity. The site was launched in

March 2010 and is in "open beta," meaning it's still invite-only. But despite that fact, brands as varied as Nordstrom, Whole Foods Market, AMC Theatres, and Real Simple magazine have been quick to adopt this exciting and fun new channel.

### What is Pinterest?

Pinterest is an online pinboard that invites you to "organize and share things you love." The website and app allow users to create and manage theme-based image collections by "pinning" them from the original source onto customized virtual "boards." This newest social network allows users to follow, comment, and repin images from other Pinterest users. The site has quickly gained popularity and now drives more referral traffic than YouTube, LinkedIn, and Google+ combined.

## Our Favorite Apps

From Cary Johnson, Managing Director, LSF Interactive:



"I'm able to book a flight and/or check in when not at my computer and still get "A" boarding pass."



"It's the best way to track my swim workouts."

From Gregg Stewart, President, 15miles:



"I find the ratings and reviews invaluable when I am traveling."



"It's very relaxing to seek revenge on the green pigs who stole the birds' eggs."

## Stat of the Month

### Average Bounce Rate = 40%

The Bounce Rate (defined by Google) is the percentage of single-page visits to your site. It's a measure of visit quality. A high Bounce Rate shows your entrance or landing pages aren't relevant to your visitors. What's your Bounce Rate?

[Read more >>](#)

## LSF Interactive Client News

What do defibrillators, massage chairs, and LCD modules have in common? They're the products of three companies in our line-up of new and returning LSF Interactive clients. 2012 has gotten off to a great start with brands in a wide range of industries turning to us for their online marketing needs.

Our current projects include developing mobile websites (All Star Glass), running PPC campaigns (American Reading Company, Income At Home), breathing new life into tired sites (Displaytech, GM&P, VitalityWeb) and more. It's great to be able to help these companies take their marketing to a more sophisticated, and profitable, level.



[AED Brands](#) is an authorized dealer of the most reliable and accurate Automated External Defibrillators (AEDs) on the market.



[All Star Glass](#), the fifth largest auto glass company in the U.S., has been serving customers for over 30 years.



More than a million children in thousands of schools across the country are using [American Reading](#)'s award-winning system to learn to read.



[ARAMARK](#) provides award-winning food services, facilities management, and apparel to institutions, universities, arenas, and businesses around the world.



Over the course of more than 20 years, [Displaytech](#) has become a major supplier of LCD modules.



[Givit](#) is the first service to make it easy to share video privately.



[GM&P](#) is a results-driven strategic advertising agency.



[Income At Home](#) helps people create an income from their homes.



[VitalityWeb](#) offers high quality ergonomic office chairs, recliners, massagers, pillows, back supports and supplies.

$$R_b = \left( \frac{T_v}{T_e} \right)$$

Source: [Bounce Rate Demystified, Feb. 2012](#)

## Related Articles

[Reaching the Multi-Channel Multi-Tasker in 2012](#) by Daniel Laury, Founder, President and CEO, LSF Interactive

[Optimizing Your Local Listing on Apple's Siri](#) by Gregg Stewart, President of 15miles and LSF Interactive partner

## LSF Interactive Blog

Read [our blog](#) for news and tactics for online marketing from LSF Interactive experts at <http://www.lsfinteractive.com/blog>



## Contact Us

To find out more about how performance marketing can help your business, call 1.877.728.4822 (U.S.) or +33.1.5805.1158 (Europe).

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## Previous Issues

[Four Reasons Search Needs Social](#)

[Dos and Don'ts of Mobile Marketing](#)

[How to Survive the AdWords Layout](#)

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# About LSF Interactive

LSF Interactive is a technology-focused online marketing and media buying company that leads brands to dominate their industries and generate more revenue per campaign. LSF Interactive uses new generation customer-centered, integrated and results-driven digital marketing solutions and services managed by an experienced team of experts and supported by a state-of-the-art reporting platform.

Headquartered in San Francisco, California, the 110-people strong LSF Interactive is a division of the LSF Network Group that has offices on two continents and manages more than 360 accounts worldwide including ClubMed, Waterford Wedgewood, Royal Doulton, Lancome, Dansk, Career Education Corporation, NetGear, LastMinuteTravel.com, Le Figaro and many more. For more information, please visit [www.lsfinteractive.com](http://www.lsfinteractive.com) and [www.lsfnetwork.com](http://www.lsfnetwork.com).

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[Change](#)

[Five Steps for a Killer YouTube Strategy](#)

[How to Prevent a Panda Penalty](#)

[Four Ways to Extend PPC Potential](#)

[Metrics That Matter](#)

[How to Attract Local Searchers](#)

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