

Case Study: Egreetings.com

About American Greetings

American Greetings is the largest publicly traded greeting card company in the world. Since it was founded in 1906, it has prided itself on creating innovative social expression products for consumers to share happiness, laughter, and love. As a pioneer in digital innovation, American Greetings formed AG Interactive to develop its greeting card experience online. Since launching their first website in 1996, 2 million paying subscribers and tens of millions of users visit their web properties.



egreetings.com

The Problem

As of February 2012, Egreetings.com, an American Greetings property, had grown their e-card portfolio to over 5,000 cards and facilitated half a million digital expressions. Unfortunately, with such product volume comes security vulnerabilities.

To address the issues, they implemented CAPTCHA, a security tool to prevent spam bots and hackers. But as the leading CAPTCHA providers are often illegible and average 14 seconds to solve, Egreetings searched for a better solution.

The Solution

In May of 2012, Solve Media approached Egreetings with a way to significantly improve user experience without sacrificing security. In addition, Solve Media's TYPE-IN™ ads reduce the users' solve time to 7 seconds, and provide incremental revenue.

"We are constantly working to improve user experience, and implementing Solve Media's CAPTCHA solution proved to be the right thing to do," said Mirela Otea, Marketing Manager at Egreetings.com. "We have received positive feedback from our users and the new CAPTCHA TYPE-IN™ has proven to be more user-friendly, faster and easier to solve, while being effective in blocking all spam."

In a survey on the Egreetings network, an average of 9 out of 10 users preferred Solve Media's CAPTCHA TYPE-IN™ to leading CAPTCHA providers*. Solve Media found that 17% of the global traffic on Egreetings.com acted suspiciously and warranted an increase in security level, while only 6% of their US traffic acted suspiciously.

9 out of 10

Users preferred Solve Media's CAPTCHA TYPE-IN™ to leading CAPTCHA providers

The Conclusion

As American Greetings has expanded digitally, so has the challenge to provide secure and consistent products without hindering user experience. Since its founding, American Greetings has made a strong effort to give their users the best experience possible, and the partnership with Egreetings and Solve Media has helped deliver.

About Solve Media

Solve Media has become famous for its legible CAPTCHA TYPE-IN™ ads and security puzzles. Since being founded in 2009 by veteran entrepreneurs, Solve Media has grown to over 6,000 publishers generating more than 200 million solves per month. It continues to be at the forefront of advertising technology innovation, easily integrating with dozens of platforms. Additionally, Solve Media created the first Security Advisory Council to address the growing market need of an authority in online advertising security. The Solve Media product suite includes display and video CAPTCHA TYPE-IN™ ads & Pre-Roll TYPE-IN™ ads.

*Users were recruited to click on the Solve Media widget and take a survey on a third party application. Taking the survey was optional and answers were not required.