



TRUSTe CASE STUDY: MIVA DIRECT, INC.

Acquired Over One Million Toolbar Users

SITUATION

In November 2007, MIVA Direct, Inc. announced the launch of ALOT, a brand created to help 'make the internet easy' through a combination of interest-specific toolbars and customizable homepages.

With the breadth of toolbars available to consumers today and negative press associating certain toolbar brands with spyware, it was crucial for the new ALOT brand to emphasize its credentials as a trustworthy and high-quality source of toolbar downloads.

Following industry best practices to respect choice and preferences pertaining to downloadable applications was only the first step in ensuring the credibility and trustworthiness of the young ALOT brand. The company needed to find a way to communicate its commitment to consumer choice and found it with the TRUSTe Trusted Download Program, the first downloadable software certification program. MIVA expected this positive association with TRUSTe to both help increase download volumes for ALOT, and also help attract premium advertisers and distribution partners.

CERTIFICATION

Consumer control and transparency are fundamentally important to ALOT, so to help reinforce these strengths, ALOT's toolbars were certified to be spyware-free with the Trusted Download Program.

To gain certification, ALOT demonstrated a broad range of quality criteria by meeting TRUSTe's strict program requirements. Criteria included providing; **notice** through clear disclosure so that consumers are fully aware of the features of the toolbars, informed **consent** prior to download, easy to find **uninstall** mechanisms so that users can quickly and cleanly uninstall toolbars, and **responsible promotion and distribution practices** confirming ALOT's commitment to protecting consumer choice.

RESULTS

The value of the ALOT toolbar paired with the respectful and transparent standards enforced by the Trusted Download Program has helped MIVA build consumer trust and brand credibility. Certification has helped MIVA Direct to:

- Acquire over a million active toolbar users in under three months
- Expand across new verticals - ALOT currently offers thirty interest-specific toolbars
- Reinforce its position as one of the industry leaders in the toolbar space

ABOUT TRUSTe

TRUSTe helps consumers and businesses identify trustworthy online organizations through its Web Privacy Seal, Email Privacy Seal and Trusted Download Programs. TRUSTe resolves thousands of individual privacy disputes every year.

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"WE BELIEVE THAT TRUSTE AND THE TRUSTED DOWNLOAD SEAL HELP REINFORCE THE CREDIBILITY OF THE ALOT BRAND AND GIVE PEOPLE THE CONFIDENCE TO DOWNLOAD AND INSTALL OUR TOOLBARS".

- DANIEL FRIES, VP SALES & BUSINESS DEVELOPMENT, MIVA DIRECT, INC.