

Online Local Directory Engages Audience & Grows Website Traffic

10News.com A-List

Case Study



10News.com A-List at a glance	
Business Profiles	1,500+
User Comments	28,000+
Best of Contest	8 weeks
Vote Totals	66,000+

"I changed our website to add the contest details, and our loyal customers love the guide. We did 40% more business today alone - unbelievable!"

**Windy City Beef
San Diego, CA**



COMPANY OVERVIEW

10News is owned and operated by McGraw-Hill and is an ABC affiliate. 10News.com serves all of San Diego county with a population over 7 million.

THE OPPORTUNITY

As a leading news source in the San Diego area, KGTV/10News is committed to providing their viewers with valuable information about their hometown. In an effort to extend this to their online community, KGTV/10News sought to enhance their website with a rich guide to the best businesses in the area. With a highly diverse market and active audience, it was important to go beyond traditional directory data to create a unique, interactive guide: one that would give business owners an opportunity to promote their products and services while proving to be a valuable resource for locals looking to discover and celebrate the best San Diego has to offer. With this guide, 10News.com would emerge as the premier destination for everything local—news, weather, and the best businesses in the area.

THE CITYVOTER SOLUTION

KGTV/10News turned to CityVoter to create the 10News.com A-List, an interactive online guide to the best local businesses in and around San Diego. Integrated into 10News.com, the 10News.com A-List launched with an 8 week contest which highlighted hundreds of local businesses and invited consumers to come online to browse, nominate, comment on, and vote for their favorite local spots.

The 10News.com A-List features descriptions, photos, maps, and customer comments on top local businesses. It serves local businesses with a platform to easily create, manage, and promote their own web content while giving consumers the power to choose the best businesses and post comments, photos and more.

RESULTS

Fueled by the combined effort of KGTV/10News and CityVoter communication via on-air, online, and email promotion, tens of thousands of consumers visited the guide. In just over 8 weeks, the 10News.com A-List more than doubled in size and currently features more than 28,000 reviews of over 1,500 local businesses. The contest drew over 66,000 votes for more than 100 categories such as Burger, Day Spa, Pilates Studio, Sushi, Art Museum, and Live Music Venue.

10News.com's A-List significantly increased website traffic, providing additional value and inventory for local advertisers. For more information, read the press release announcing the 2007 Best of the 10News.com A-List at <http://corp.cityvoter.com/PR-22.aspx>.