



“With our predominantly female audience and our unique offering of ad-supported free games, we knew right away that Conduit could help our business. It is a great product and intuitive to navigate. We were amazed that we could build and launch this toolbar so easily.”

Gil Selka,
Director of Product Management,
Free Ride Games

Conduit Solution

- Distribution of Free Ride Games to Conduit Network of 200,000 web publishers and 60 million users.
- Community Toolbar provides direct browser access to user’s favorite and most popular games.
- Analytics measure component popularity, installs, and revenue.

Free Ride Games Uses Conduit to Retain Gamers and Increase Revenue

Free Ride Games is the only 100 percent free gaming service that provides dozens of premium full-download PC casual games such as Hidden Object, Match Three and Time Management, as well as the most popular titles such as the Diner Dash and Build-a-lot series, The Treasures of Montezuma, The Secret of Margrave Manor, and many more. Free Ride Games uses their GameFrame™ technology to allow players to play a full-screen game in its entirety for free, while sponsors place messages around the outside edge.

“Our offer is unique – we give gamers full versions of premium games for free, and with unlimited play. Usually they pay \$20 for each game. We can do this because our technology allows us to wrap it with ad units. No other game web site has this much advertising potential,” said Gil Selka, Director of Product Management for Free Ride Games.

On typical web games, the average playing session is nine minutes, but ours is 50 minutes, making us a compelling investment for advertisers,” said Gil Selka, Director of Product Management for Free Ride Games. “We are always looking for more ways to improve the quality and frequency of interaction with our users even when they are away from our site. Conduit is perfect for this.”

A Solution to Increase Traffic & Get More “Eyeballs”

In August 2008, the company decided to create a custom community toolbar using the Conduit® Platform and launched a short pilot to determine if this solution could give their website traffic a major boost. It was an unparalleled success.

Free Ride Games was happy with the ease and speed at which it was able to put its games and the best parts of its site directly onto its branded toolbar. Selka commented, “We knew right away that Conduit was a great product – it was intuitive to navigate. We were amazed that we could build and launch this toolbar so easily.”



Community Toolbar

100% free service for premium PC games.

FreeRideGames.com,
<http://www.freeridegames.com/>



“We have many tools in our marketing toolkit, including SEO, email marketing and blogging, and Conduit has given us another cost effective solution that is having a measurable impact on traffic and our bottom line.”

Gil Selka,
Director of Product Management,
Free Ride Games

Business Results

- Average playing time is 207% longer among toolbar users.
- Toolbar users are active 165% more days than non-toolbar gamers.
- One-day only use is 37% less among gamers who have the toolbar.
- Introduction of “My Games” component increased usage by toolbar users by 33%.

The Free Ride Games Community Toolbar enables users to search for new games, connect directly to their favorite games, and to look for games by subject or genre. In addition, Free Ride Games incorporated many other gadgets and useful content to make it stickier and increase the usefulness. This “conduit” to their users also has Facebook, MySpace, YouTube and Twitter gadgets so users can update their status remotely and connect to these social networking sites from the browser window. “Our toolbar is a conduit to gamers that converts one-time visitors into loyal and active community members,” said Selka.

Combating Gamer Churn with a Branded Application & an Online Marketing Toolkit

The Free Ride Games Community Toolbar has proven successful in driving retention; the average playing time among toolbar users is 207% higher than non-toolbar users. This is key data, as the longer players are on the site the more attractive it is to advertising partners. More importantly, toolbar users are active 165% more days than non-toolbar gamers and ‘one-day only’ use is 37% less among gamers that have the toolbar.



Free Ride Games promotes its games and toolbar installation using several social networks. The company has a Fan Page on Facebook, videos on YouTube, game links on MySpace, promotions on Twitter.

Toolbar Optimization Adds New Life

Using the Conduit Platform, Free Ride Games was able to optimize their conduit. After adding new tools for finding games, daily usage of the toolbar increased by over four thousand clicks each day — a 33% increase in total traffic to the site from one simple addition to the toolbar. According to Selka, “the toolbar is not the only advantage of the Conduit solution; Conduit also offers powerful, on-demand analytics that allow us to see instantly how new components are impacting site traffic. The Conduit analytics are a critical tool for testing what works and measuring the results. Using Conduit, we can make smart, informed decisions.”

What’s Next for Free Ride Games & Conduit?

Free Ride Games never stops looking for innovative solutions for distribution and marketing. The company was an early adopter of the Conduit Marketplace, where they added their toolbar components so any one of the 200,000 publishers and 60 million users in the Conduit Network can add Free Ride Games to their own community toolbars. The company reports that its components have been added to several hundred toolbars, which have in total, generated more than 10,000 users already. “The Conduit Marketplace is a major distribution opportunity for us. After only a few short weeks, we have thousands of new users and its growing fast every day!”

A B O U T C O N D U I T

Conduit enables web publishers to distribute their offerings directly and through its global network of more than 200,000 publishers and their 60 million users. Conduit is the inventor of the SaaS platform that allows web publishers to create and distribute their content and products on a custom community toolbar using all the leading operating systems and Internet browsers including Internet Explorer, Firefox and Safari. The free, powerful Conduit platform has earned the prestigious TRUSTe Trusted Download certification. With the Conduit Open™ initiative, launched in 2009, Conduit is creating new distribution opportunities by simplifying the sharing of content and applications via community toolbars across the World Wide Web. The platform has been adopted by major brands such as Fox News, Habbo, iWin, Major League Baseball, NHL teams, Softonic, TechCrunch, and Travelocity, as well as thousands of small and medium organizations in 120 countries around the globe. If you want to Conduit Your Site, visit: www.conduit.com.