

# CASE STUDY

## myYearbook

### myYearbook Enhances its Social Networking Site with Games from Arkadium

Founded in 2005 by Dave and Catherine Cook, a 17- and 16-year-old brother-sister duo from Skillman, NJ, myYearbook is now the leading online community for teens as measured by time spent and visits. The site is also the fastest growing U.S. social networking site and is the third largest in the U.S. according to Hitwise, a leading online competitive intelligence service.

With more than 11 million members to date and growing, myYearbook presents users with one-of-a-kind, core applications that offer a number of unique and fun ways they can interact with one another online. As an added bonus, the site allows users to earn "lunch money," a virtual currency that members can use to buy gifts, wager various battles against one another, pimp out their profiles, flirt or even buy and sell each other.

"We created myYearbook to offer people a tool that could actually make their lives better," said Catherine Cook, founder of myYearbook. "We wanted to make it easier for people to approach one another and determine shared likes, dislikes, favorite movies, music, restaurants and such. myYearbook is the perfect platform for this type of interaction and according to our users it just keeps getting better."



### The Word of the Day is "Growth"

Hitwise recently reported myYearbook has expanded its member base by 352% during the past year and increased the average time each member visits the site to more than 30 minutes.

While this growth is staggering, myYearbook didn't want to stop there, deciding to look for even more solutions that would further enhance the member experience. The company wanted to add a component to its site that would be unique to its social network, entertain its users and seamlessly integrate with its existing content.

myYearbook's more than 11 million members is 60 percent female, which played a significant role in the company's recent decision to expand its interactive application portfolio with casual games. With more than 200 million people playing casual games on the Internet each month, and 51.7 percent of those being women, myYearbook knew it was time to make a move.

The screenshot shows a game center interface. At the top left, a purple box says "Today's Top 10" with "912,812 Games Played Today!". To the right, a green box says "Big Winner Feed" with "L\$177,143,139 Lunch Money Won Today!". Below these is a "Choose Your Game..." section with a "Bonus" banner stating "Bonus! Winnings for these games are DOUBLED today!". A list on the left shows categories: 1. Arcade, 2. Card, 3. Word, 4. Strategy. The main area displays four game cards: "Klondike Solitaire" (with a card icon), "Snake" (with a snake icon), "Hangman" (with a gallows icon), and "Bryx" (with a wooden block icon). Each card includes a brief description of the game.

Rising to the challenge to help myYearbook build out a custom game center integrated with its existing "lunch money" currency was Arkadium (<http://www.arkadium.com>), a game solutions development company for some of the world's leading brands and largest online publishers. Now members have the opportunity to play games and earn additional "lunch money," while featured game specials offer members the chance to earn bonus currency with repeat play.

### If You Build It, They Will Come

By creating a games arena complete with 40+ casual games that integrated seamlessly with myYearbook's popular 'lunch money' currency, Arkadium was able to help increase the number of unique monthly viewers by an impressive 15 percent in the first two months alone.

While myYearbook initially anticipated users would play approximately one million games per month, it was pleasantly surprised when it learned users were playing **more than one million game plays per day** in just the first month alone.

According to Geoff Cook, CEO of myYearbook, "Our users have been incredibly enthusiastic about the games we've added to the site over the past several months. We look forward to building on our current relationship with Arkadium as we continue to discover new and exciting ways to keep our users connected and entertained."