

TaxBrain Tackles Email Marketing Wisely

TaxBrain Sees Rapid, Secure Growth with NetMargin



TaxBrain is the only web-based tax solution delivering online preparation, filing, professional assistance and representation in all 50 states. Since it launched in 2000, TaxBrain.com has become the fastest growing tax center on the web and is the third largest online tax preparation center. TaxBrain.com is a full-service online tax center providing tax advice, tools and resources all year to help taxpayers manage their tax burden with greater confidence and ease.

Challenge

Prior to partnering with NetMargin, TaxBrain was hesitant to engage in affiliate marketing via email despite the benefits of the high ROI acquisition channel. TaxBrain's primary concern was compliance with the federal CAN-SPAM law. Securely managing suppression list exchanges with its affiliate marketing partners was a daunting challenge as well. These concerns compelled the online tax center to seek an affiliate marketing partner that put privacy and compliance top of mind. Ultimately, TaxBrain selected NetMargin because it was the first and only affiliate marketing network to provide secure and audited email compliance through its best-of-breed dashboard tool, BrandShield™. This has allowed TaxBrain to concentrate on growing its core business instead of diverting attention to the development of new technology.

Solution

Due to restrictions from the IRS, TaxBrain could not share suppression lists in plain-text. Fortunately, NetMargin's *BrandShield* solution offers a number of options to support secure suppression list exchange, including API and desktop-based tools. In TaxBrain's case, BrandShield provides a secure suppression list distribution solution that eliminates plain-text sharing and is fully scalable to meet TaxBrain's largely seasonal business, especially each mid-April!

Results

Since TaxBrain refrained from affiliate marketing until it integrated the email compliance dashboard across its online business and partnerships, NetMargin has opened up an entirely new, high-profit revenue channel for the company. As online, do-it-yourself income tax preparation has become the preferred method of paying taxes for more than half of the 132,000,000 US taxpayers, acquisition marketing is critical and has become a core component of TaxBrain's revenue model.

"As the highest-growth online tax service on the Internet, our brand's reputation is intricately connected to our business practices. NetMargin is a consumer trust cornerstone," said Todd Taylor, director of affiliate marketing for TaxBrain.com. "Not only does *BrandShield* allow us to help our members directly manage their subscriptions in real-time, it also allows us to manage the suppression list process across our affiliate marketing partners who are critical in helping us to generate new subscribers and revenue. Without it, we could never have safely grown our email marketing as much or as fast."

Since partnering with NetMargin, TaxBrain has experienced 500% growth. As importantly, the company has enjoyed the rapid growth while also maintaining a stellar reputation for consumer care by protecting its customers' email addresses from abuse.