

Press Release



For Immediate Release:

## Libida.com Launches Magdalene Unveiled Campaign w/ iPost



### **Magdalene Unveiled:** *The Ancient and Modern Sacred Prostitute*

A perfect compliment to expand on the secrets of the Da Vinci Code. Want to know more about Mary Magdalene and the Da Vinci Code's connection to sacred sexuality? Learn the secrets here in Dr. Kenneth Ray Stubb's fascinating documentary that delves into the realm of the sacred prostitute and her purpose in a variety of cultures and religious backgrounds. This 2-DVD set explores the mystique of Mary Magdalene and other archetypal symbols of a primordial sacred-sexual role.



July 18, 2006 - NOVATO, CA: Libida.com, a San Francisco-based website where women can access accurate and relevant sexual information and products, used iPost to launch a highly successful email campaign that tied into The Da Vinci Code movie.

Libida, the feminine version of Libido, provides the opportunity for both men and women to embrace female sexuality with only the best sex toys, books, videos and DVDs on the market. The company discovered a terrific new product, an informational DVD on the sexual life of Mary Magdalene. The discovery turned out to coincide precisely with the release of the popular film The Da Vinci Code.

With a short lead time, Libida.com launched an email campaign in late May that focused on Mary Magdalene and The Da Vinci Code's connection to sacred sexuality.

It was called "Magdalene Unveiled -- The Ancient and Modern Sacred Prostitute."

Libida CEO and Founder Dr. Petra Zebroff felt the campaign was successful because she used email marketing, which has proven to be one of the most effective sales tools for her company. She said, "Reaching our market -- mainstream women -- when you can't advertise in traditional ways had been a problem. Mainstream print ads have been almost impossible to do unless they were in the sleazy back section of a weekly newspaper. And as for the Internet, Yahoo censors and Google put us in a section that costs more and that mainstream women avoid.

Women's lives are so frantic they want things fast and easy. This goes doubly for their pleasure, which women are known for putting aside while they take care of everybody else. Directness, while important, is not all that easy when dealing with the subject of sexuality, however. Libida knows that many of our product descriptors would be caught in spam

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filters. Directness in promoting some of our free offers becomes a particular problem in a subject line.”

After hearing about how iPost deals with this problem, Libida decided to try out the iPost system. On their first mailing, the company experienced a 50% increase in sales. Libida.com newsletters were now getting through to some customers who signed up years before but had never received a newsletter before.

One of the reasons Libida.com was initially hesitant to outsource email was because of customer concerns regarding privacy and spamming. The sensitive subject of female sexuality makes some women worry about being bombarded with porn spam or pop-ups. That concern was completely erased with iPost, and in fact, because of iPost’s expertise, Libida.com’s standards are now higher than they were before.

#### ABOUT IPOST

Founded in 1996 by a team of email and data technology experts, iPost creates highly functional email campaigns for driving sales, website traffic, and integrated branding programs. The company is located just north of San Francisco, and serves more than 200 clients, including Keds, Armani Exchange, Fujitsu and FedEx Freight. For more information on iPost, contact Jill Beaverson at 415-382-4000, x121 or [jillbe@ipost.com](mailto:jillbe@ipost.com). Also visit [www.ipost.com](http://www.ipost.com).

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