



# Search engine users to be given rewards for searching on Dogpile.co.uk

Elemental Communications, August 24, 2006

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*ipoints and InfoSpace's metasearch engine Dogpile.co.uk partner to offer new online loyalty programme*

PR9.NET August 24, 2006 - London, UK - ipoints.co.uk (<http://www.ipoints.co.uk>), the biggest online coalition loyalty programme company in the UK and metasearch engine Dogpile.co.uk (<http://www.dogpile.co.uk>) have partnered to allow Dogpile.co.uk users earn ipoints as they search.

Dogpile.co.uk, owned by Web and mobile search company InfoSpace Europe (<http://www.infospaceinc.com>), is a metasearch engine which uses InfoSpace's proprietary technology to search across multiple engines including Ask, Google, MSN, Yahoo!, and more. Now, Dogpile® users can redeem ipoints for a variety of products and services.

Ernst van Leeuwenkamp, director of product and partner management at InfoSpace Search & Directory says, "The real differentiator about this partnership is that Dogpile.co.uk users will be rewarded for their loyalty, which is intended to increase user retention and repeat usage for both Dogpile.co.uk and ipoints."

When users sign up to ipoints with Dogpile.co.uk, they automatically receive 10 free ipoints. Then, they earn two ipoints for their first 10 searches, two ipoints for next 20 searches and two ipoints for subsequent sets of 30 searches. ipoints can be exchanged for a wide variety of free gifts, such as books, CDs, DVDs, airline flights and more. Dogpile users can also earn ipoints through other ipoints' partners.

"In order to create loyalty, you need to develop a relationship. This has previously been a barrier for the majority of search engines, which traditionally has been seen as impersonal. With its metasearch technology, Dogpile.co.uk offers a real point of difference for the consumer, and we are able to step in with a rewards scheme which promotes loyal and increased use of the site," says Geraldine Tosh, managing director at ipoints.

InfoSpace currently has two main consumer properties in the UK, respectively dogpile.co.uk and Webfetch.com which serves a more casual Internet user. ipoints was introduced to Webfetch.com users in May 2006.

"The recent success of the WebFetch.com and ipoints relationship demonstrates that this type of loyalty scheme is growing in popularity amongst Web users. As a result of this InfoSpace has decided to strengthen its relationship with ipoints with UK-focused Dogpile.co.uk bringing this audience an even more rewarding search experience," concludes van Leeuwenkamp.

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## About Dogpile

About Dogpile.co.uk  
<http://www.dogpile.co.uk/uk.dogpl/search/help/about.htm>

Dogpile was built to give users the best search results available on the Web. This is accomplished by searching all the most popular engines and retrieving the best combined results.

The inspiration for Dogpile came when its founders noticed that different search engines often return different results for the very same term. The more engines they searched the more results they found.

Following this discovery, the founders set out to create a way to bring the Web's best search engines together in one place to deliver more comprehensive and relevant results.

To capture this idea, the founders borrowed a sports term used to describe players piling on top of one another in the celebration and the Dogpile search engine was born!

## About Elemental Communications

Elemental Communications launched in October 2005. The consultancy is the product of Elemental PR, an integrated PR consultancy, which was founded by Tim Gibbon April 2001.

Elemental Communications is a media consultancy that caters for traditional and digital media, and as such, integrates all communications; embracing traditional roots whilst moving forward with technology. <http://www.elementalcomms.co.uk>

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