

Media Week

Building Online Success

With the Dotcom crash it is often hard to think of an online company that is in the black. For so long we have heard of high profile websites closing. See what **MEDIAWEEK** had to say about us.



In an article aptly titled "**Building Online Success**"... **MediaWeek** asks a number of successful online operators what went right – and wrong- along the way"

Operators that were featured in the article included the **FoneTastic Network**, **Espotting**, **ValueClick**, **Virgin Student** and **I-Level**.

Comments:

Espotting "...in common with FoneTastic, profits from having its fingers in more than one pie."

Fonetastic have "...business-to-business and consumer sales."

Fonetastic to "...invest 2001's profits in marketing itself aggressively this year."

Users are "...willing to give data about themselves when they sign up".

Fonetastic"...data is a powerful sales tool."

(Media Week, 25/1/02, pp 16-17)

Our success is also determined by our partners. If our partners are winning so are we and vice-versa. It is this unique blend of strengths and partnerships that has made Fonetastic.com the site it is today. Come and share in our success.