

WootAgent.com

“Monitors Woot.com Automatically Giving You the Upper Hand”

About:

WootAgent is a program designed for the Windows users in the Woot community who want a quick and helpful reminder when a new product is available on www.woot.com, or when there is a Woot-off. On top of the desktop application, WootAgent also offers an IM service, an SMS service, and a web based service. The site also has a wordpress blog where I make updates about things happening in the Woot community or with the program. In addition, there are forums where users are able to post any bugs/errors, or any comments and suggestions that they have. The software has been downloaded over 15,000 times. Softpedia.com has also reviewed WootAgent and given it their seal of approval.

Background:

What is Woot?

Woot.com is an online store and community that focuses on selling cool stuff cheap. It started as an employee-store slash market-testing type of place for an electronics distributor. They offer a new item every single day. The details: a new product is released every morning at 12am central time, seven days a week. If a product sells out during its run, a new item will not appear until the next release time (11:59pm central).

Woot.com also has something called 'Woot-Offs'. This is basically when people go crazy and the site numbers skyrocket. In Woot-Off mode, a new product is launched immediately after the sellout of the previous deal. There is a half-Woot-life of 12 hours maximum on any product within a Woot-Off that does not sell out. A Woot-Off usually lasts 48 hours. A Woot-Off usually occurs every month. Woot.com's site usually crashes during Woot-Off's because of the traffic.

What you Get:

WootAgent site with full rights + code to desktop application. The wordpress blog, the forums, AIM messenger service program (WootAgentBot) SMS service w/ user list, and our web based Woot Tracker service courtesy of open source code. You also obtain full rights to do whatever you want with the services WootAgent offers (charge, etc). You will also receive the applications that send the IM's and SMS' to users about each new product that is available on Woot.

Things to think about – Endless Marketing Ability

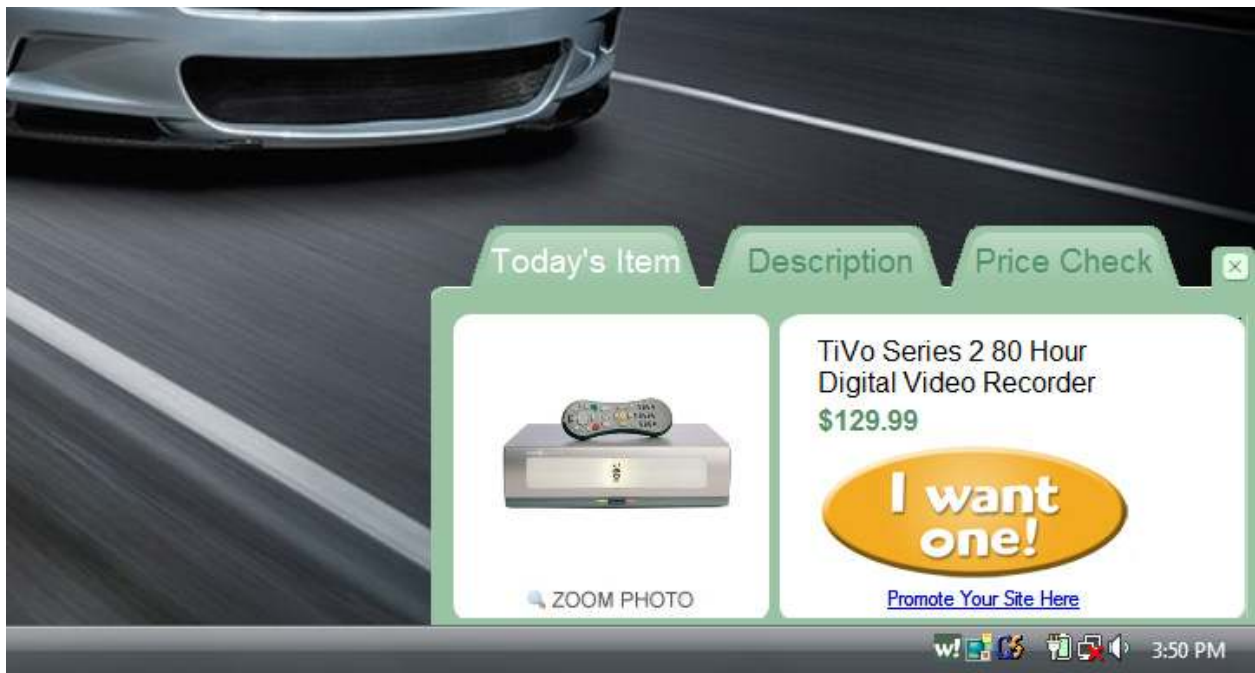
Here are some stats to think about when a Woot!-Off is occurring.

- WootAgent pops up 3 times per item (new item, almost out, sold out)
- 15,000+ people use our Application
- 73 Different Items Appeared during the last (July) Woot-Off in 48 hours
- If you consider at random 3,000 people were using our Application during the last Woot-Off, $73 \times 3 = 219$ times WootAgent was displayed per 1 user. Multiply that by 3,000 and that's over 657,000 times WootAgent was displayed in total on everyone's computer.

Here is the WootAgent 1.0 Desktop Application that was launched in March.



Here is the current WootAgent 2.0 Desktop Application. After months of being in a beta stage, it has been fully released to the community and we have yet to have any errors reported. The application is coded in C#.



Site Details:

<http://www.wootagent.com> – PageRank 5

wootagent.com – PageRank 4

Site Age – 8 months

Expenses – \$15/month on hosting through wdservers.com
\$0 spent on advertising

Media – WootAgent has been featured on blogs and websites all over the internet. Here are some of the major websites WootAgent has appeared on:

- [LifeHacker](#)
- [TechCrunch](#)
- [DownloadSquad](#)
- [JohnChow](#)
- [Woot!](#)
- [StopGeek](#)
- [Digg](#) (Made Digg Homepage)
- [Juxtaviews](#)

Income Breakdown –

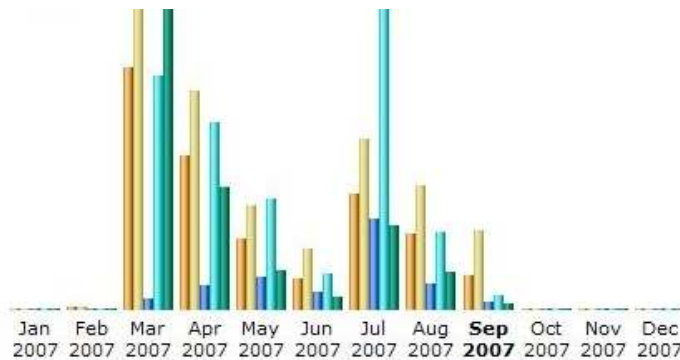
June	July	August
Google Adsense - \$5.13	Google Adsense- \$24.77	Google Adsense - \$24.06
AuctionAds - \$12.54	AuctionAds - \$11.32	AuctionAds - \$1.44
Kontera - \$1.17	Kontera - \$2.13	Kontera - \$2.64
Bidvertiser - \$0.61	Adbrite - \$0.12	Review Me - \$30
Review Me - \$12.50	Chitika - \$0.52	Private Ad Sale – (2) 125x125 - \$20
Private Ad Sale – 125x125 - \$10	Private Ad Sale – 300x250 - \$25	Private Ad Sale – Text Link - \$100
Total: \$41.95	Total: \$63.86	Total: \$178.14

June – Site was not really monetized. I just started trying out all different ad networks to see what performed best. Also had someone request a Review Me review. A friend of mine wanted an ad spot so he picked one up for \$10.

July – I began to monetize the site with Google Adsense and AuctionAds. I would place a 300x250 Google Ad in every blog post, and 468x60 AuctionAd at the bottom of each blog post. I tested out Adbrite and Chitika this month too. I also received an email to purchase a 300x250 ad spot so that sold for \$25.

August – Finally I found what was doing well and scraped Adbrite and Chitika. Adsense and AuctionAds were placed in every blog post. I also started selling my own ads this month, which brought the revenue up a lot. The site has (4) 125x125 spots on all pages but the blog for \$10. The application itself also has a text link that I sold for \$100 this month.

Monthly Traffic -



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2007	0	0	0	0	0
Feb 2007	126	181	951	4713	22.05 MB
Mar 2007	14866	18351	40277	833789	12.67 GB
Apr 2007	9436	13455	87212	666051	5.18 GB
May 2007	4332	6358	116121	392833	1.66 GB
Jun 2007	1881	3737	64261	129008	532.53 MB
Jul 2007	7126	10420	323148	1066726	3.55 GB
Aug 2007	4675	7547	94752	276418	1.55 GB
Sep 2007	2059	4805	28744	51410	257.80 MB
Oct 2007	0	0	0	0	0
Nov 2007	0	0	0	0	0
Dec 2007	0	0	0	0	0
Total	44501	64854	755466	3420948	25.40 GB

February – Beta Testing stages

March – Official site launch. We received a lot of publicity this month, especially in the Woot community since we were a new application.

April – Steady month for traffic. We didn't have a very successful Woot-Off due to some site maintenance though.

June – Traffic dropped due to switching hosts and the site being down for a significant amount of time.

July - Traffic shot back up like it used to be in prior months.

August - The Woot-off was a particularly short one (less than 24 hours) therefore traffic was a bit less than usual.

September – There has not been a Woot-Off yet, but I'd expect traffic get in the 8,000-10,000 unique range.

Price: We are looking in the \$2000 range. We are basing this off of 10 months revenue on \$180 (August Revenue.) Also, you are receiving the entire website, blog, and applications.

Contact: If you are interested, please do not hesitate to contact me.

Email: <mailto:Wootagent@gmail.com>