

The new "Random Customer" marketing concept

A Swiss Blogger have created a unique marketing concept called " Random customer " to exploit the huge traffic of his blog (300.000 visitors per day) .

He is offering 100.000 spots to permanently redirect his traffic to the advertisers sites so that every visitor that hits the homepage (animatedhomepage.com) is sent to a random advertiser site.

The redirections are permanent and the traffic is distributed randomly on the advertisers sites that's why he called it "Random Customer" advertising .

The idea has expanded virally around the web .Now the blog is getting more than 4.000.000 visitors weekly

The blogger made public the redirections list and the global traffic stats to keep the transparency of the service .

<http://animatedhomepage.com/blog/>