

Type School friends

Customer Schoolbank.nl

Summary A website for finding old school friends

Schoolbank.nl is a publishing phenomenon. Over 4000 new members register at the site every day... In just 2 years, the database has grown to 3 million user records and 1 million photos, all uploaded by users. Every page is served dynamically, updated in real time and personalized. Schoolbank.nl shows how Rosetta System 6.3 easily adapts to different business models and can scale to huge volumes.

Users can register at Schoolbank.nl to find their old school friends, add some news about themselves, add photos, join a reunion, enjoy some nostalgia. Media partners publish co-branded versions of the site with a revenue share agreement.

Statistics

- 3.2 million unique visitors and 50m pageviews per month
- 4.1 million emails per month
- Every page is personalized and updated in real time
- No.4 website in the Netherlands (Alexa, May 2004)

