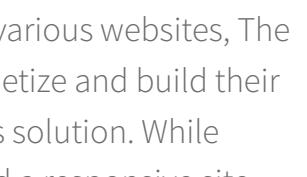
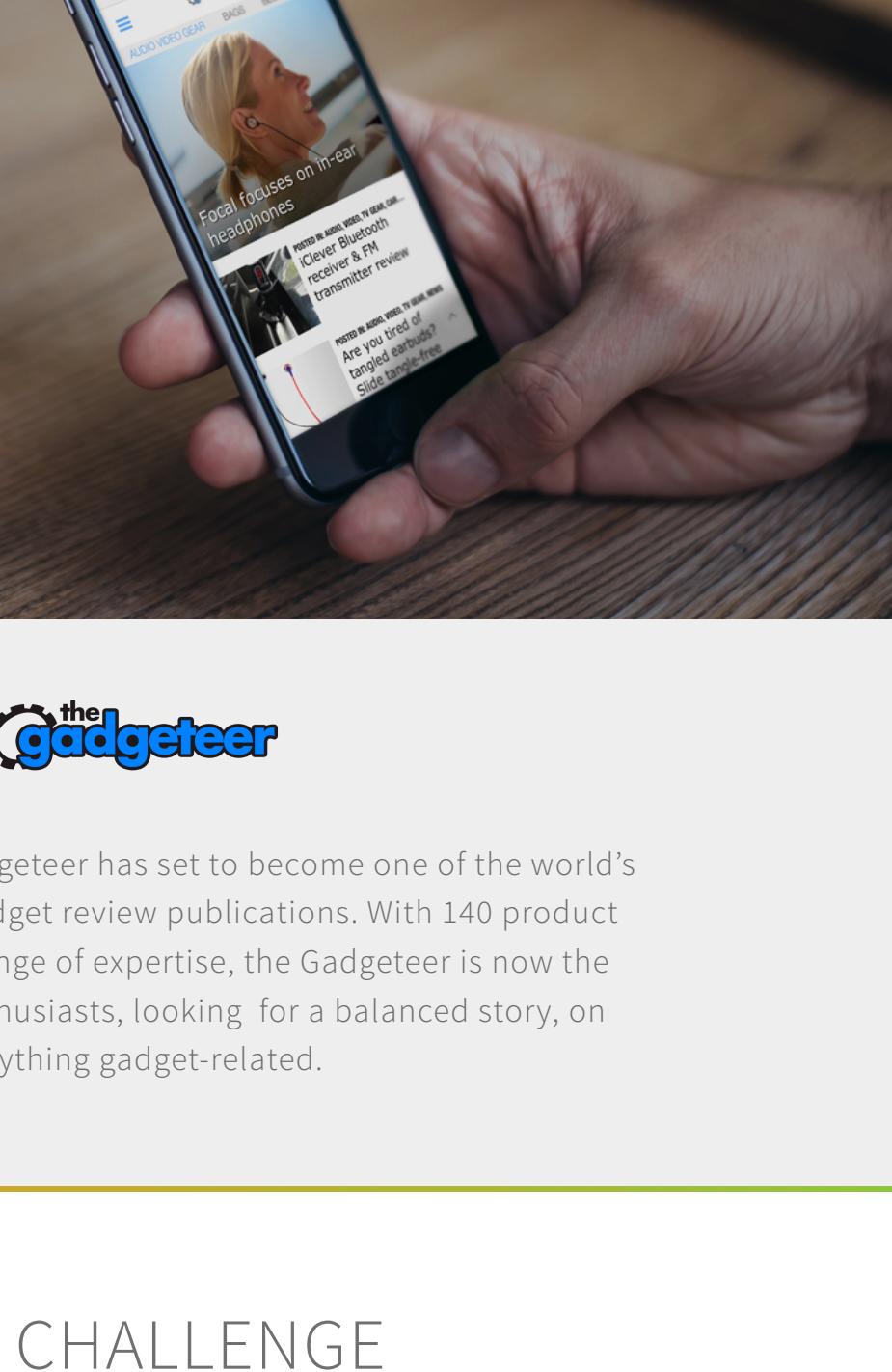


marfeel

CASE STUDY

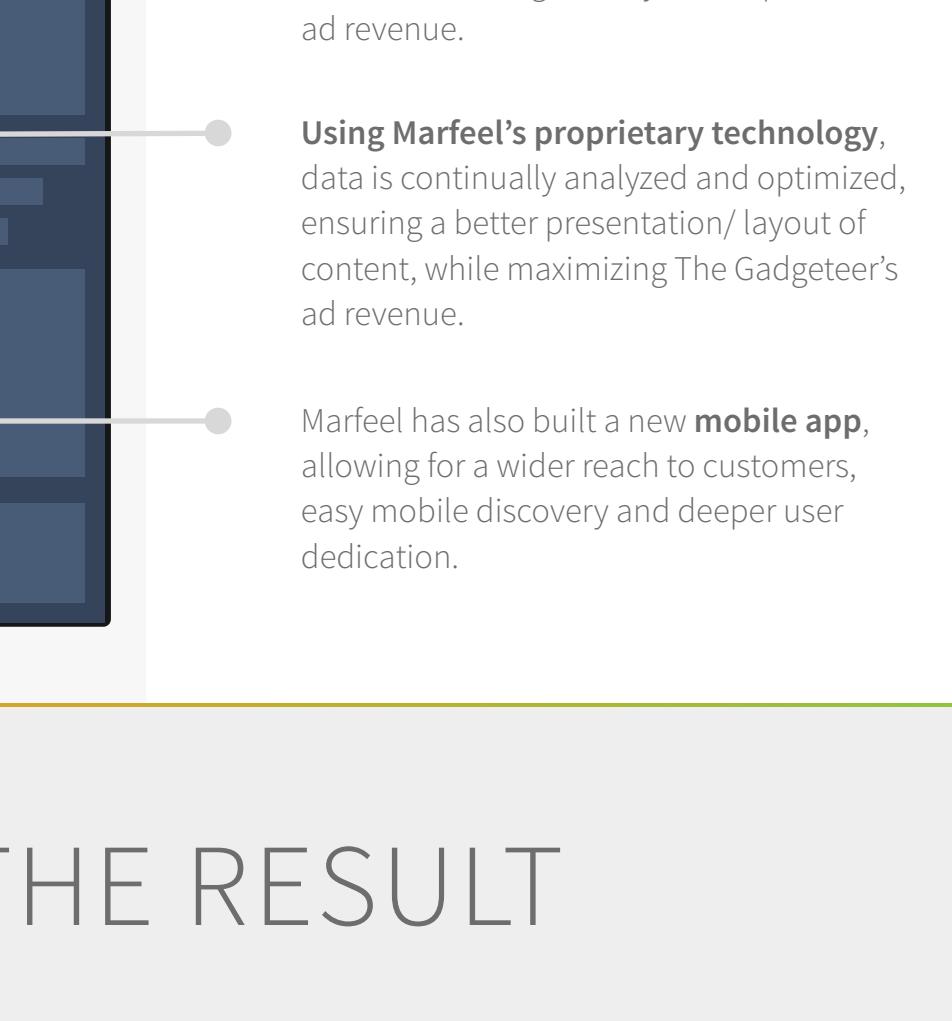
SECTOR: TECHNOLOGY BLOG



Founded in 1997, the Gadgeteer has set to become one of the world's leading independent gadget review publications. With 140 product reviewers and a wide range of expertise, the Gadgeteer is now the go-to place for tech enthusiasts, looking for a balanced story, on everything gadget-related.

THE CHALLENGE

The Gadgeteer had strong presence on the Internet, but lacked the same visibility on Mobile. Taking to Marfeel's broad range of viewership-enhancing features, top-notch UX and the general aesthetics of its various websites, The Gadgeteer has decided to both monetize and build their mobile website using the company's solution. While coming onboard, The Gadgeteer had a responsive site, built in-house, which was not addressing user experience, SEO and monetization issues.



- The goal for The Gadgeteer's mobile website included -



Optimize new mobile-user discovery, and tap into new markets

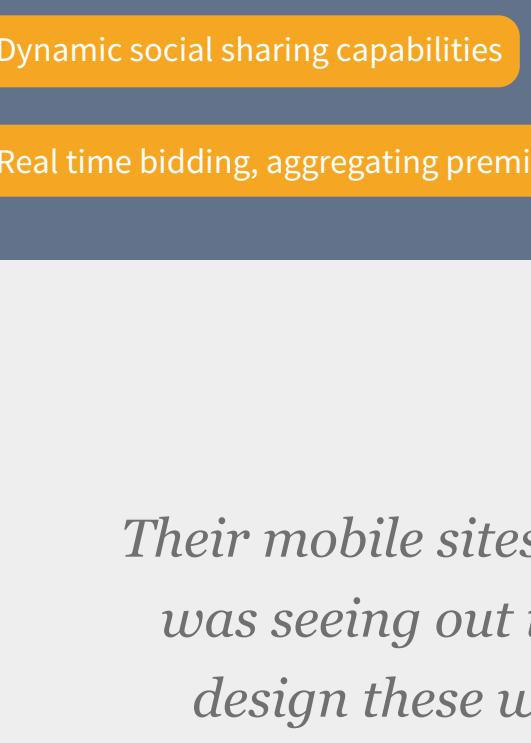


Increase user **engagement** through Marfeel's platform, while ensuring returning traffic



Monetize mobile traffic generated by mobile site's visits

THE SOLUTION



Marfeel's built a new **mobile website**, laying down the foundations for a better user experience and deeper engagement, both contributing directly to an optimized ad revenue.

Using Marfeel's proprietary technology, data is continually analyzed and optimized, ensuring a better presentation/layout of content, while maximizing The Gadgeteer's ad revenue.

Marfeel has also built a new **mobile app**, allowing for a wider reach to customers, easy mobile discovery and deeper user dedication.

THE RESULT

By using Marfeel's solution, The Gadgeteer blog is now accessible through any screen, its **page speed** is now up **200%**, its **revenue per visit** has increased **175%**, **page view growth rate** now exceeds **200%** and the **bounce rate** has declined by **300%**.



FEATURES

App-like swiping

Dynamic ad insertion

Dynamic social sharing capabilities

Real time bidding, aggregating premium advertiser ads

“

Their mobile sites look 100x better than what I was seeing out there. And the fact that they design these with monetization-in-mind, was a huge plus for me.



Julie Strietelmeier

Owner - Editor in Chief

The Gadgeteer

Photo: Julie Strietelmeier

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