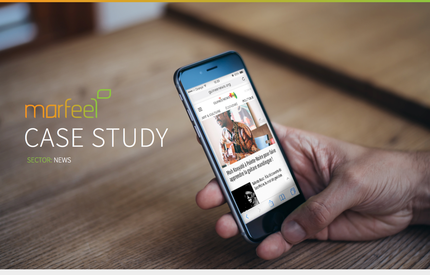


marfeel

CASE STUDY

SECTOR: NEWS

GUINEENEWS.ORG
DERNIÈRES NOUVELLES DE LA GUINÉE PAR LES GUINÉENS

Guineenews is a daily newspaper established in 1997 by Boubacar Bah Caba. Its mission is to cover all news information information coming out of Guinea.

Guineenews.org was designed to deliver fast, comprehensive articles, reports and files that bridge the gap between the official truth and freedom of information.

The service is mainly targeted at Guinean local audiences.

THE CHALLENGE

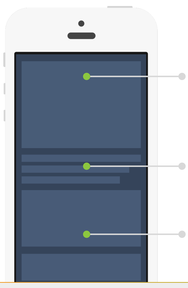
Prior to joining Marfeel, Guineenews.org had a mobile- responsive WordPress theme site, which was automatically adapting to all devices, but did not take monetization or content optimization into consideration. Marfeel's revenue-share model, free website/ app offering and ease of use were specifically appealing to the publisher.

The goal for the Guineenews.org mobile website included

Increase user engagement by implementing a dynamic, multi-screen strategy that addresses all mobile devices and OS's

Expand readership by allowing access to new audiences, through various mobile properties.

Maximize mobile monetization through a diversified approach, optimizing multiple ad sources, through a single-point integration



THE SOLUTION

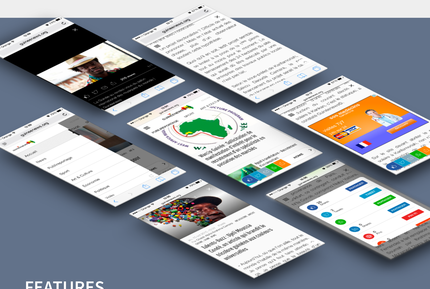
Marfeel's built a brand new **mobile website and a mobile app**, which are mobile-adaptive and native, taking into consideration user experience, with a dynamic architecture which evolves over time, based on the client's needs and requirements and drives a deeper engagement, contributing directly to user engagement and optimized ad revenue.

Using Marfeel's proprietary technology, data is continually analyzed and optimized, ensuring a better presentation/ layout of content, while substantially increasing revenues.

The **Marfeel** platform required no alterations on the publisher's backend, as all upgrades to the new website are poste via the company's own servers; removing the need for any IT support.

THE RESULT

Now reaching **over 1 million unique mobile users** a month with traffic halved between the US and Guinea and time spent on site now exceeding 6 minutes, Guineenews.org has a dynamic mobile website and an app that are responsive, dynamic and update over time, addressing new developments in Mobile and optimizing its monetization efforts. **Reading time has increased by 80%, bounce rate is down 40%, traffic levels on mobile have increased by 200% and monetization bottom line, on mobile, has increased by 450%.**



FEATURES

- Dynamic social sharing capabilities
- Dynamic ad insertion
- In-cloud website updates
- Cross-screen adopted look & feel
- Real time bidding, aggregating premium advertiser ads

> *As mobile web usage is growing at a rapid pace, here in Guinea, we had an urgent need in improving our Mobile footprint. While our previous mobile site was mobile responsive, we struggled to see revenue coming out of it and the mobile experience was far from ultimate. Marfeel has introduced us with a beautiful interface and experience that requires no intervention, on our site. The revenue share model made sense to us.*

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Guineenews

marfeel

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