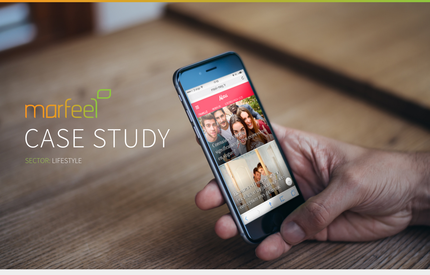


marfeel

CASE STUDY

SECTOR: LIFESTYLE

Maxi

Maximag.fr website has been created, by Bauer Media, to help the "multitasking" woman with family concerns, providing tips and advices, to ease her everyday life. Maximag.fr provides a large amount of tested and easy-to-cook recipes, for the whole family, and many tips and practical information helping women's everyday life.

Maximag.fr's target audience consists of Active woman, age 30-55, who are housekeepers, interested in beauty Products, healthcare and fashion, while balancing personal care, lifestyle and family life.

THE CHALLENGE

Prior to joining Marfeel, Maximag.fr had developed in-house a responsive design website.

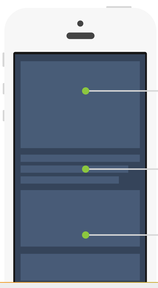
Maximag.fr website was neither addressing its monetization needs nor presenting an optimizing mobile/tablet user experience.

The goal for the Maximag.fr mobile website included

Improve SEO, increase mobile traffic and time spent on it mobile and tablet sites

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

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**, which is mobile-adaptive, native, and monetization-driven; takes user experience into consideration and drives a deeper engagement, 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 substantially increasing revenues.

Maximag.fr is planned to launch **its own mobile app** in 2016, using the Marfeel platform.

THE RESULT

The brand new Maximag.fr mobile websites has increased the publications's **page views/ session by 60% on tablet and 30% on mobile.**

User experience has significantly improved and **time spent per session has increased by 150%**. Due to Marfeel's tight control of ad placement, Maximag.fr has **doubled its total revenue.**

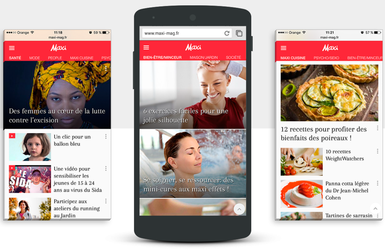
FEATURES

- Dynamic social sharing capabilities
- In-cloud website updates
- Dynamic ad insertion
- Supply Side Platform (SSP), aggregating millions of premium advertiser ads

"

"Marfeel has immediately understood the added value they could bring to us with their technology. We have benefit from a solution that convert entirely our content into an optimized content for mobile and tablet devices. We did not have to change anything on maximag.fr or plan additional development on the website. Marfeel came with a customized proposal and a business model that met our needs. We are definitely thinking about developing a mobile app with Marfeel in 2016, following the positive results we measured with the optimized Mobile/ Tablet website brought by Marfeel."

Eddy Erichot
Digital/Digital Marketing Manager
BAUER MEDIA FRANCE



marfeel

Contact us
hello@marfeel.com
Rambla Catalunya 35, Principal 2a
08007 Barcelona
es: + 34 93 178 5950
us: 917 341 25 40