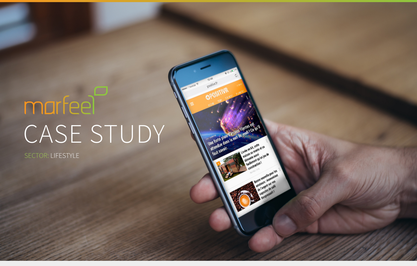


marfeel

CASE STUDY

SECTOR LIFESTYLE

POSITIVR

POSITIVR shares inspiring, moving and fun stories to a French speaking audience. The goal is to provide its readers with a quick daily inspiration through positive news, heartening stories and uplifting initiatives. POSITIVR writes about society, education, nature, arts and animals.

POSITIVR's target audience consists of active women, age 30-55, who are housekeepers, interested in beauty products, healthcare and fashion, while balancing personal care, lifestyle and family life.

POSITIVR's target audience is in France, Belgium, Quebec and Switzerland and consists of audience of all ages and all walks of life, looking for inspiring stories, happening everywhere around the globe.

THE CHALLENGE

Prior to joining Marfeel, POSITIVR had developed in-house a mobile-responsive website using WP Touch Pro, a WordPress extension, initially satisfying the site's need for mobile exposure, but as traffic started growing, it was requiring better customization and improved performance.

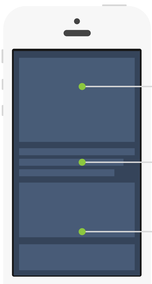
The goal for the positivr.fr mobile website included

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

THE SOLUTION



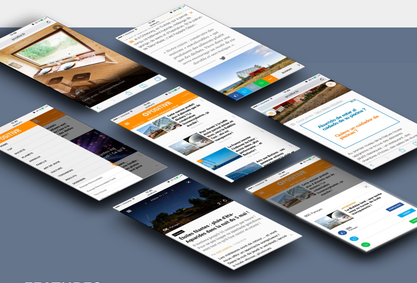
Marfeel's built a brand new **mobile website**, which is mobile-adaptive, native, and monetization-driven; takes user experience into consideration and drives a deeper engagement, contributing directly to an optimized ad revenue.

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

POSITIVR is planning to expand its **mobile offering**, following their success with the Marfeel website, and provide a **native mobile app** that duplicates the users experience its site currently provides.

THE RESULT

POSITIVR's new mobile website provides a much **faster page loading** experience, improving from 5-7 seconds per page **to less than 1 second. Traffic is up** 89%, **page views are up** 383% and **time spent** on site has grown by **over** 140%.

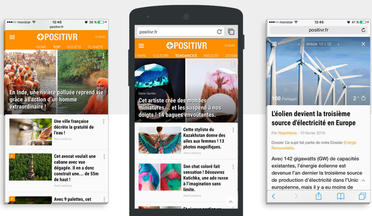


FEATURES

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

> *"Our initial tests with Marfeel were impressive, our actual partnership is even better. In terms of speed, integration, and user experience, the performance we are seeing is unprecedented and we are extremely pleased with our partnership with Marfeel. We now have some great opportunities to develop a strong revenue channel on mobile and we're really looking forward to see how far we can get with this."*

Harold Paris
President/Founder
TRIBELEADR



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