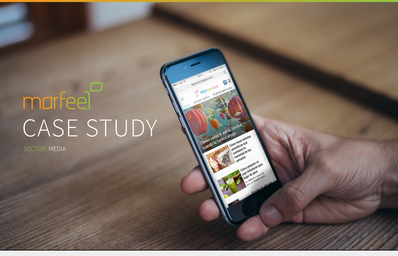


marfeel

# CASE STUDY

SECTOR: MEDIA

GRUPO MCONTIGO

Mejor Contigo SLU is a digital marketing global media company dedicated to software development and online content creation, focused on lifestyle and technology, covering topics of teamwork, innovation, high technology and social responsibility.

Mejor Contigo's two main projects are: www.mejorconsalud.com and www.lamenteesmaravillosa.com, both are internationally- recognized Spanish content portals. Other prominent publications include lamenteesmaravillosa.com, mejorconsalud.com, viverepiusani.it, amelioretasante.com amelioretasante.com, melhorcomsaude.com and others.

Mejor Contigo's main target audience are Spanish-speaking audiences, worldwide.

## THE CHALLENGE

Prior to joining Marfeel, Mejor Contigo's mobile sites were developed and maintained in-house, but as traffic started growing and audience usage started shifting to mobile, its publications started realizing that a more professional-looking, faster-loading website were required. Marfeel's cutting-edge mobile website design and performance-focus were the selling points for the Mejor Contigo Team.

### The goal for the Mejor Contigo websites included

**Improved** design and user experience, aligning branding with the desktop sites

**Improved** website loading speed and user engagement by implementing a dynamic, multi-screen strategy that addresses all mobile devices and OS's

**Improved** SEO, increasing mobile traffic and time spent on websites

**Maximized** mobile monetization through increased page views

## THE SOLUTION

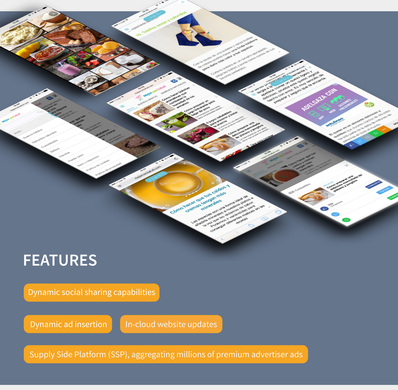
Marfeel has built 26 brand new **mobile websites** for the various publications, which are mobile-adaptive, native, brand-conscious and monetization-driven; take user experience into consideration and drives a deeper engagement and more page views per users, contributing directly to optimized ad revenue.

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

Following the success of their new websites, Mejor Contigo's publications plan to launch **new native mobile apps using the Marfeel platform, during 2016.**

## THE RESULT

Mejor Contigo's new mobile websites see a substantial increase in user interaction across all publications, with MejorSalud.com seeing a **traffic increase of 80%**, nospensees.com seeing an **impression increase of 80%**, **time spent** on lamenteemeravigliosa.it has increased by **over 60%** and page views across the entire network have **increased by 200%-300%**, contributing directly to a continual **increase in revenues**.



### FEATURES

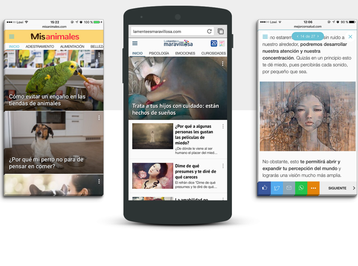
- Dynamic social sharing capabilities
- Dynamic ad insertion
- In-cloud website updates
- Supply Side Platform (SSP), aggregating millions of premium advertiser ads

> *"Seeing the Marfeel demo we knew right away that the platform will change the face of our websites unrecognizably and there is a lot more that does not meet the surface. Our websites are now sleek, drive for more user engagement, load instantly and push for increased revenue. Mobile apps are next on our agenda with Marfeel."*

**Marta del Arco**

Mobile Strategy Manager/iOS Developer

Mejor Contigo SLU

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