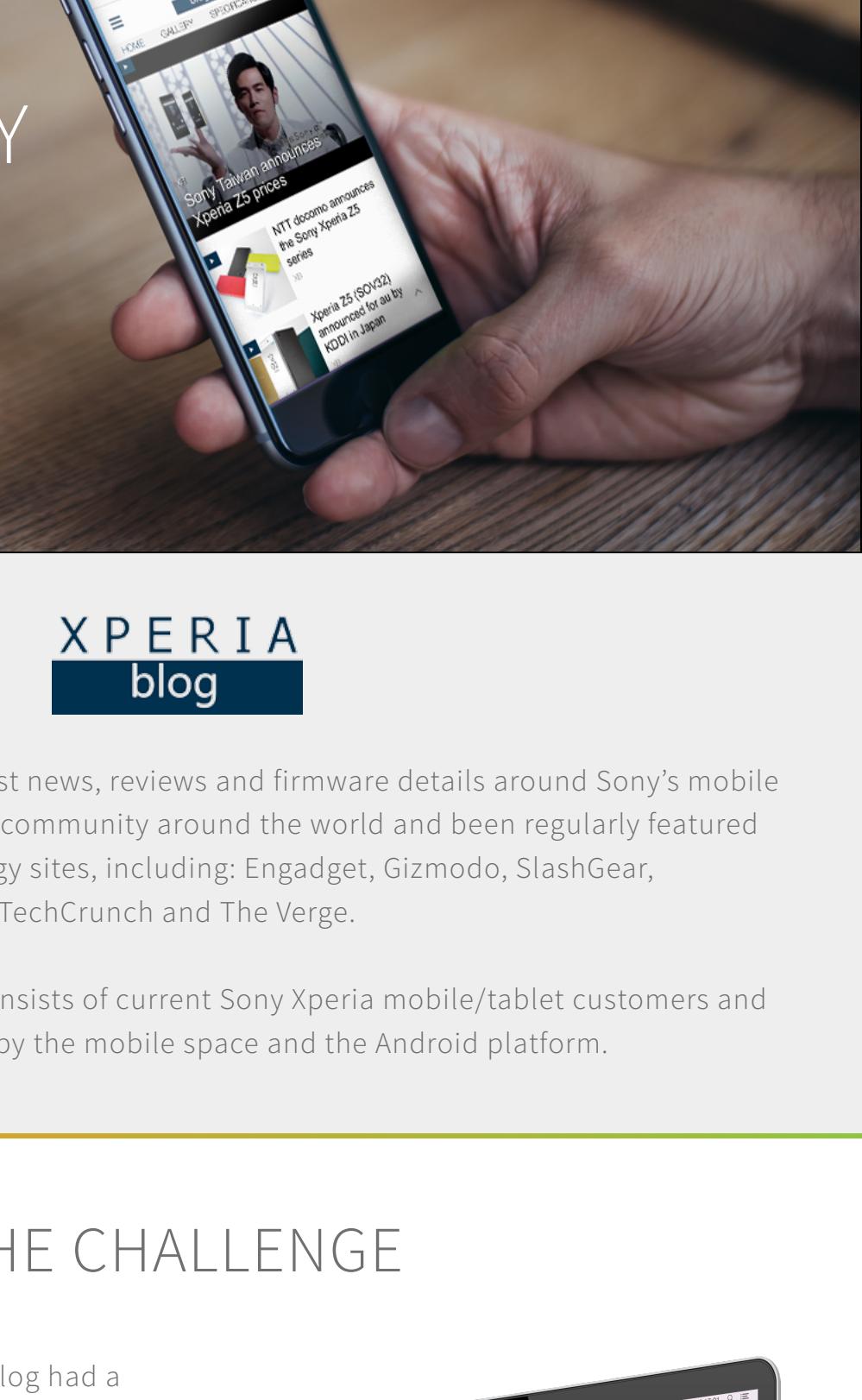




CASE STUDY

SECTOR: TECHNOLOGY BLOG



XPERIA blog

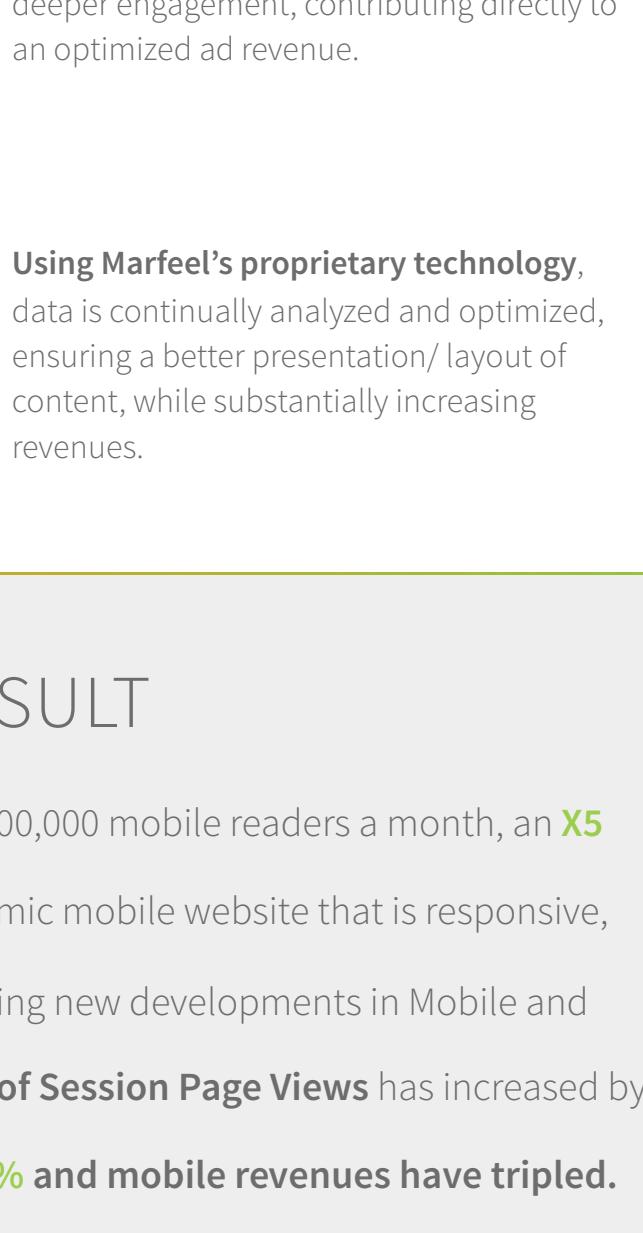
Xperiablog.net provides the latest news, reviews and firmware details around Sony's mobile devices. It is the largest Xperia community around the world and been regularly featured across major technology sites, including: Engadget, Gizmodo, SlashGear, TechCrunch and The Verge.

Xperiablog's target audience consists of current Sony Xperia mobile/tablet customers and anyone fascinated by the mobile space and the Android platform.

THE CHALLENGE

Prior to joining Marfeel, Xperia Blog had a mobile site in place, created by a third-party vendor; not meeting its SEO optimization expectations.

Marfeel's mobile front-end and SEO attracted Xperia Blog to the solution, along with the blog's urgent need to increase its mobile presence. For a blog that focuses on news around smartphones, the blog had seen a small portion of its traffic coming from mobile devices.



- The goal for the Xperia Blog mobile website included -



Improve SEO, increase mobile traffic and time spent on it mobile site

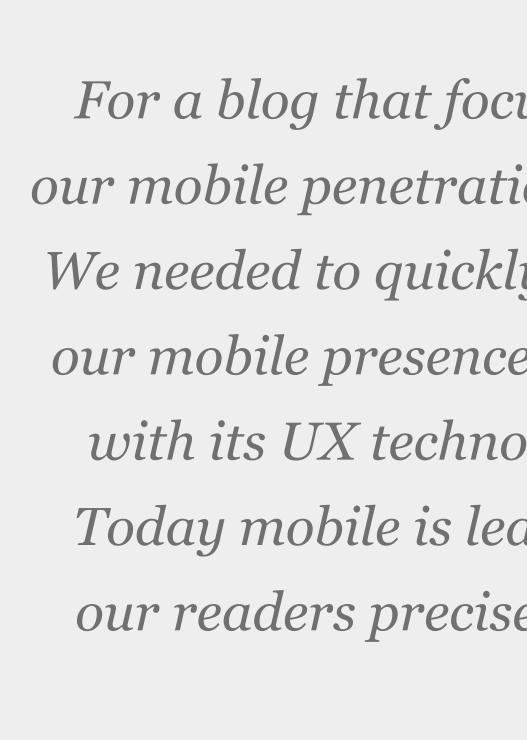


Increase user engagement by implementing a dynamic, multi-screen strategy that addresses all mobile devices and OS's



Maximize mobile monetization

THE SOLUTION

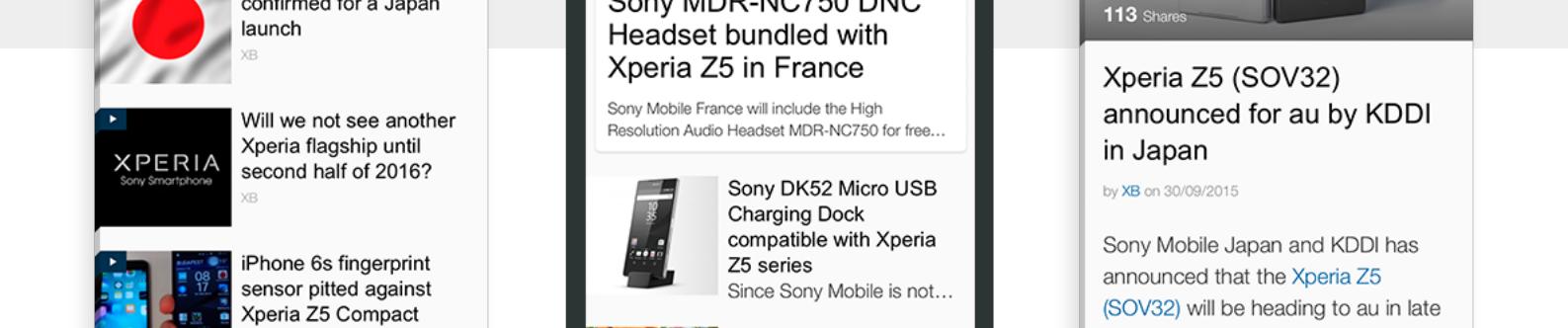


Marfeel's built a brand new **mobile website**, which is mobile-adaptive, native, and monetization-driven; which takes user experience into consideration and drives a deeper engagement, contributing directly to an optimized ad revenue.

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

THE RESULT

The Xperia Blog is now reaching close to 700,000 mobile readers a month, an **X5 increase in traffic**. Xperia Blog has a dynamic mobile website that is responsive, adaptive and updates over time, addressing new developments in Mobile and optimizing its monetization efforts. **Number of Session Page Views** has increased by **300%**, **Bounce Rate** has decreased by **-35%** and **mobile revenues have tripled**.



FEATURES

Dynamic social sharing capabilities

Dynamic ad insertion

In-cloud website updates

Real time bidding, aggregating premium advertiser ads

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For a blog that focuses on news around smartphones, our mobile penetration was below the industry standard. We needed to quickly address this and urgently improve our mobile presence. Marfeel was the best choice for us, with its UX technology catering to these exact needs.

Today mobile is leading our digital strategy; we meet our readers precisely where they are most likely to be looking for us.”

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