marfeel

CASE STUDY

SECTOR: SPORTS

EL BOCÓN

El Bocon Magazine, is one of Prensmart Group's leading sports publications. Presmart is a leading Peruvian digital and print publisher, with an extensive portfolio that includes Diario Correo, Ojo, El Bocon, El Show and Pandora brands.

El Bocon's main target audience includes men who are looking for sports content on the latest trends in world football and sports videos.

THE CHALLENGE

Prior to joining Marfeel, El Bocon had developed in-house a mobile-responsive website, but as traffic started growing and audience usage started shifting to mobile, El Bocon started realizing that a more professional-looking, faster-loading website was required.

The goal for the El Bocon mobile website included

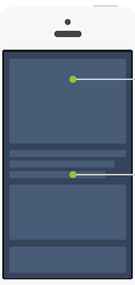
Improved design and user experience, aligning branding with the El Bocon desktop site

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 its website

Maximized 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.

THE RESULT

El Bocon's new mobile website provides a much **faster page loading** experience, with El Bocon's Google Score now reaching 95/100. **Page views are up** 50% with an average user now viewing 5 pages, allowing for more ad impressions. **Bounce rate** is down 230% 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

"Having managed all of our digital portfolio ourselves, we thought we knew everything about Mobile. Marfeel has proven us wrong. The sleek design, unmatched loading speed and overall improved user experience were the selling points and we believe that the improvement in revenues we are now seeing is the result of these; users just like our mobile site much better these days"

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