



CASE STUDY

SECTOR: NEWS



البواة albawaba

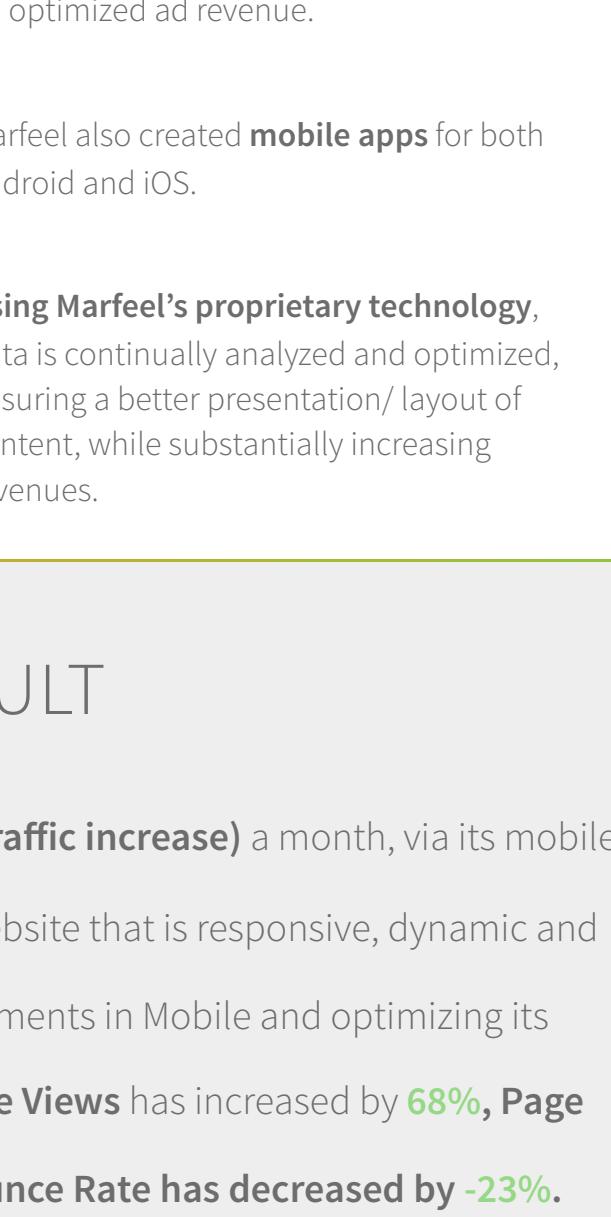
Operating since 2000, albawaba.com is one of the leading pan-Arab news and information portals, covering breaking news, business, politics, entertainment, health & beauty, lifestyle, sports, satire and more, in both Arabic and English. albawaba.com publishes original articles, plus syndicated articles from the region's leading publishers, as well as produces original slideshow stories and news round-ups, in video format.

albawaba's majority of mobile traffic comes from the GCC countries: Bahrain, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, United Arab Emirates.

THE CHALLENGE

Prior to joining Marfeel, albawaba had both a mobile site and an app in place, both created by a third-party vendor; neither satisfying its UX or monetization expectations.

Marfeel's cutting-edge technology and the promise of increased essential digital advertising KPIs were the factors that drawn the publisher to switch over to the Marfeel solution.



- The goal for albawaba's mobile website included -



Reach **new audiences**, in new geo's, while on-the-go

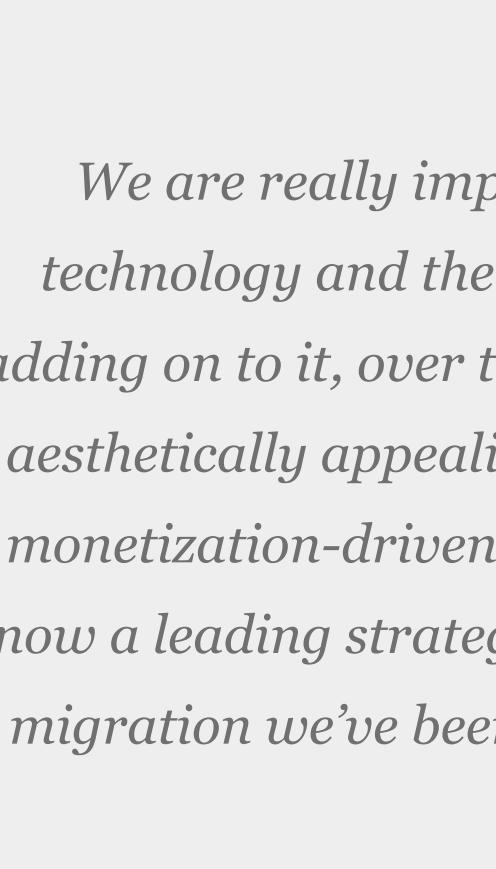


Increase user **engagement** by implementing a dynamic, multi-screen strategy that addresses all mobile devices and OS's



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.

Marfeel also created **mobile apps** for both Android and iOS.

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

THE RESULT

Now reaching **close to 10 million users (x122 traffic increase)** a month, via its mobile properties, albawaba has a dynamic mobile website that is responsive, dynamic and updates over time, addressing new developments in Mobile and optimizing its monetization efforts. **Number of Session Page Views** has increased by **68%, Page Load time has decreased by -42%** and **Bounce Rate has decreased by -23%**.



FEATURES

Cross-screen adopted look & feel

Dynamic ad insertion

Dynamic social sharing capabilities

In-cloud website updates

Real time bidding, aggregating premium advertiser ads

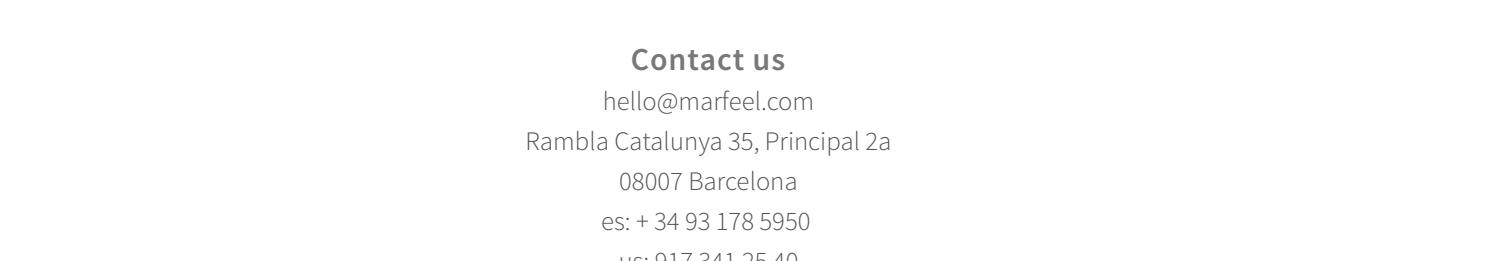
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We are really impressed by Marfeel's cutting-edge technology and the amount of resources they put into adding on to it, over time. The idea that a website could be aesthetically appealing and at the same time completely monetization-driven was our top selling point. Mobile is now a leading strategy to us, thanks to the dramatic user migration we've been seeing, with our new Marfeel site.

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SyndiGate™



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