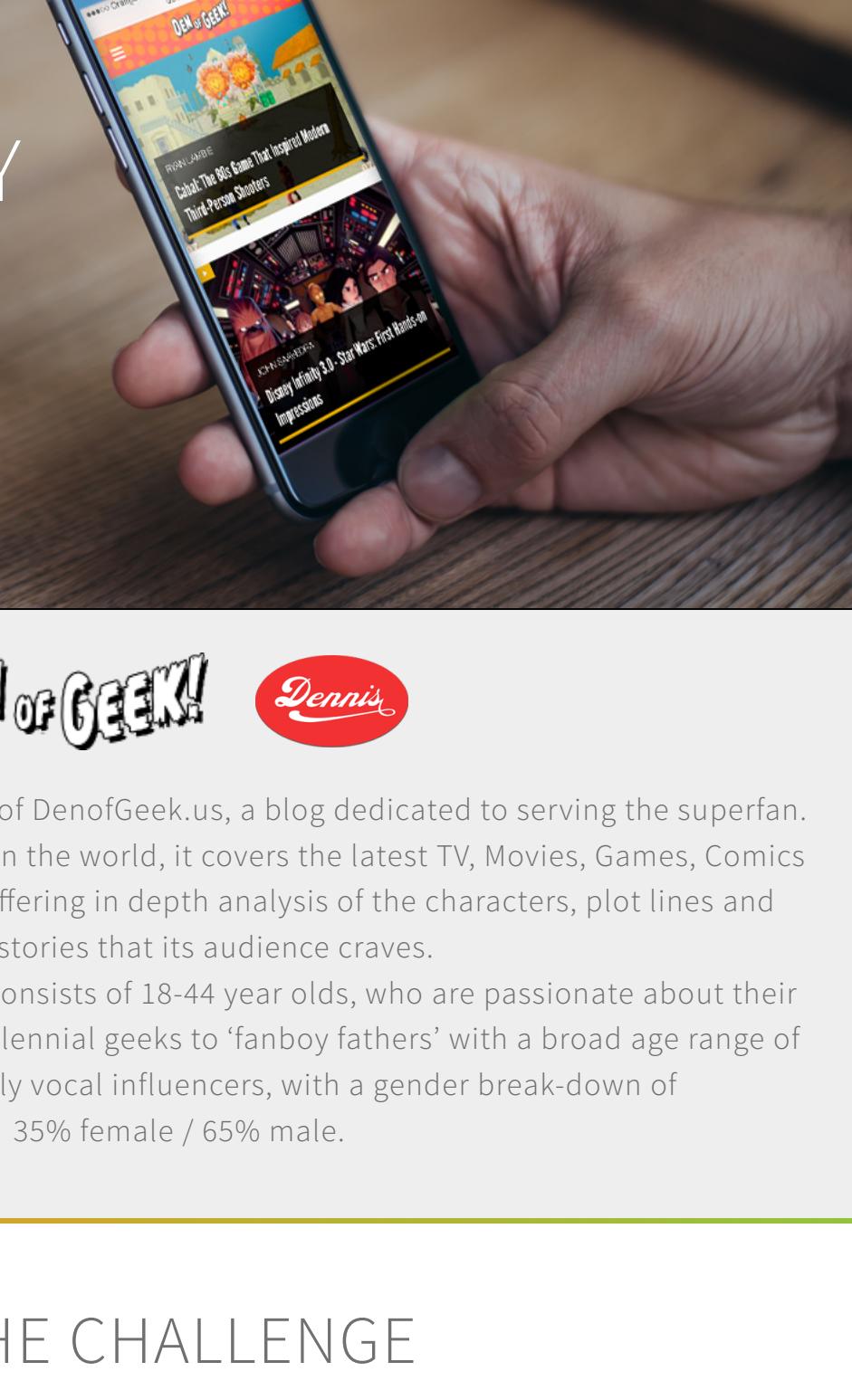




## CASE STUDY

SECTOR: ENTERTAINMENT



### DEN OF GEEK!

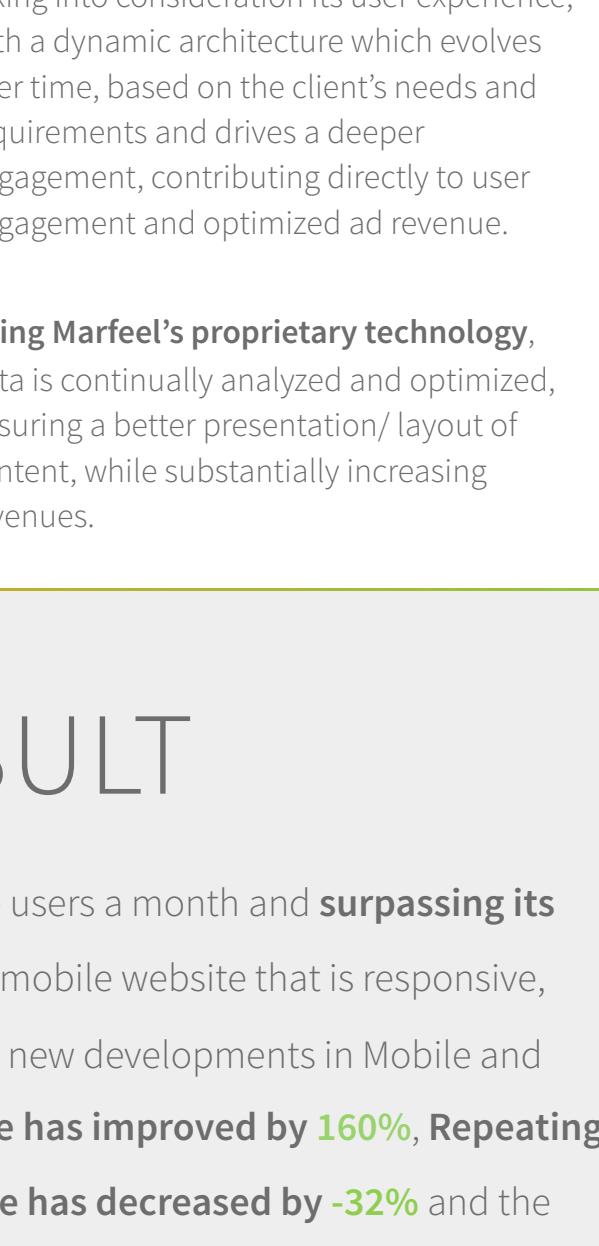


Dennis Publishing is the creator of DenofGeek.us, a blog dedicated to serving the superfan. As the fastest growing geek site in the world, it covers the latest TV, Movies, Games, Comics and Book news and reviews, offering in depth analysis of the characters, plot lines and back stories that its audience craves.

Den of Geek primary audience consists of 18-44 year olds, who are passionate about their entertainment choices; from millennial geeks to 'fanboy fathers' with a broad age range of enthusiastic and socially vocal influencers, with a gender break-down of 35% female / 65% male.

### THE CHALLENGE

Prior to joining Marfeel, Den of Geek had an iOS-dedicated mobile website, which was not adaptive to various mobile devices, nor did it offer a complete monetization suite, with options for the publisher to diversify its advertising vendor sources, both contributing to low mobile interaction and small earnings, coming from Mobile. Marfeel's partnership with Google and its allowance for publishers to plug in their own ad partners was especially appealing to the publisher.



- The goal for Den of Geek's mobile website included -



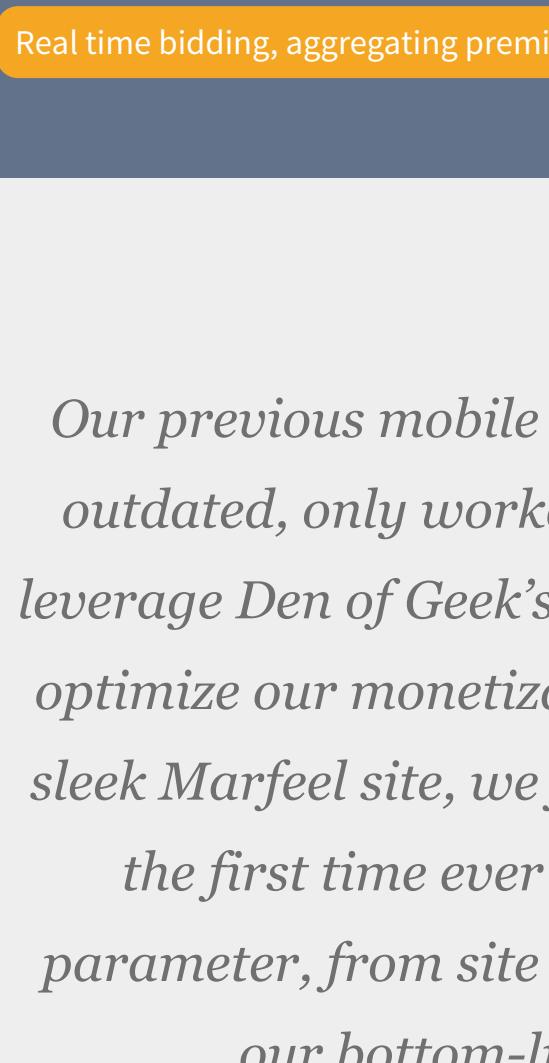
**Optimize** new mobile-user discovery, and tap into new markets



Increase user **engagement** through Marfeel's platform, while ensuring returning traffic



**Monetize** mobile traffic generated by mobile site's visits



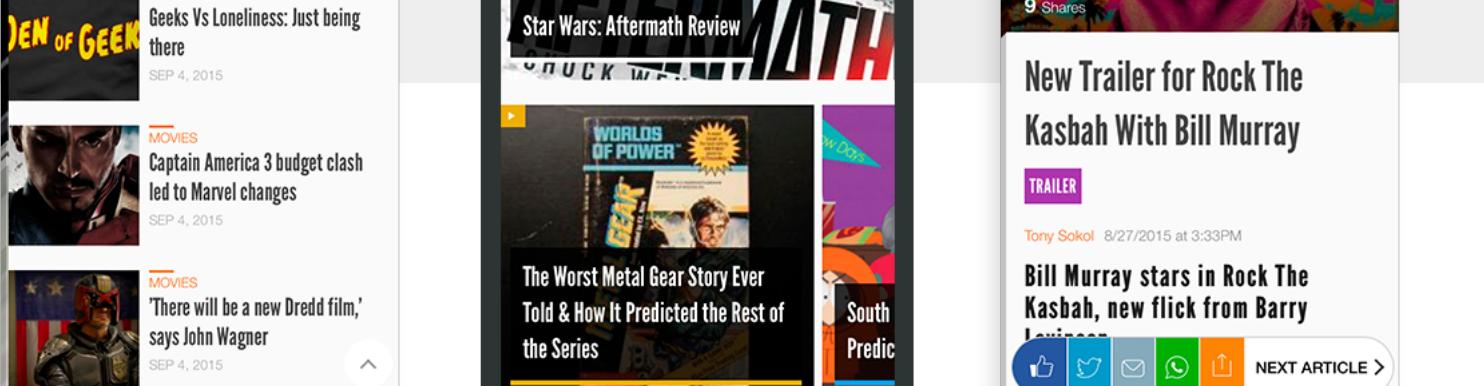
### THE SOLUTION

Marfeel's built a brand **new mobile websites**, which is mobile-adaptive, native and customized specifically to Den of Geek, making its graphical content stand out and taking into consideration its user experience, with a dynamic architecture which evolves over time, based on the client's needs and requirements and drives a deeper engagement, contributing directly to user engagement and 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

Now reaching **over 3 million unique mobile** users a month and **surpassing its desktop traffic**, Den of Geek has a dynamic mobile website that is responsive, dynamic and updates over time, addressing new developments in Mobile and optimizing its monetization efforts. **Time on Site has improved by 160%**, **Repeating user rate** has increased by **70%**, **Bounce rate has decreased by -32%** and the publisher's **monetization efforts have improved by 350%**.



### FEATURES

App-like swiping

Dynamic ad insertion

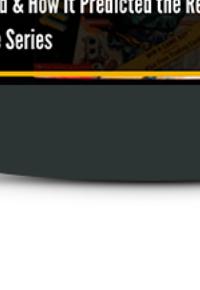
Dynamic social sharing capabilities

Customization

Real time bidding, aggregating premium advertiser ads

“

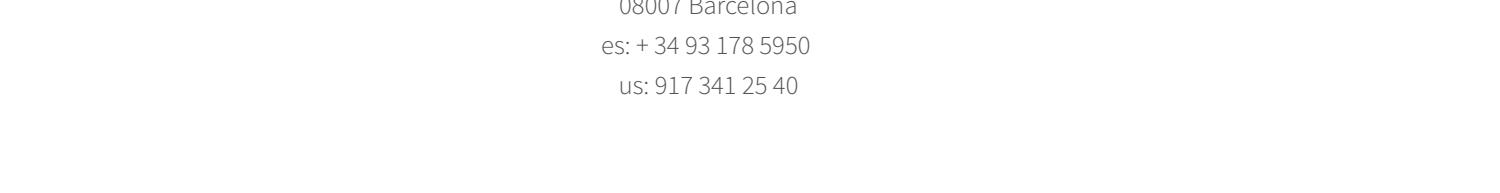
*Our previous mobile site was just not cutting it. It was outdated, only worked on iOS and did not allow us to leverage Den of Geek's unique position in the market and optimize our monetization, accordingly. With our new, sleek Marfeel site, we just hit 3MM users this month, for the first time ever and we are up on every single parameter, from site speed, to time spent on the site, to our bottom-line. Could not be happier.*



Matthew Sullivan-Pond

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