

## CASE STUDY

# Publisher Uses Commerce to Combat Revenue Loss Due to Ad Blockers & Diminishing Premium Ad Opps

The Awesomer

(technabob)

12%

% of Total Company Revenue

20K

Initial Size of Email List

35%

% of Revenues that are Passive

## Challenge

After experiencing erosion in display advertising revenue, Awesome Media hoped to compensate via more aggressive retail revenue streams. The alternatives posed two major problems: they didn't have the operational resources required to run a shop, and they were turned off by the lack of integration and low rev share offered by traditional affiliate deals.

Awesome Media tested a competitive solution with another white-label partner, but they were dissatisfied with the shortage of new products and technical compatibility issues.

## Solution

StackCommerce's Native Commerce Platform solved these issues by providing a consistent stream of relevant and diverse offers. In a matter of weeks, Awesome Media had two live branded e-commerce sites and the tools to further drive sales.

## High ROI

No cost or staff required to implement or manage.

## Fast Success

Accounts for 12% of total company revenue.

## Easy Setup

Took < 2 weeks to launch.

stackcommerce

The Awesome Media's two major properties, The Awesomer and Technabob, cover a wide range of tech and lifestyle topics including gadgets, geek culture, cars, video games, music, movies, and more. Due to the consistent stream of fresh content, both audiences visit the sites frequently and together account for 1M monthly unique visitors.



Tech  
Entertainment  
Men's Lifestyle



Dedicated Homepage  
Editorial, Email, Social  
Media, Branded Shop

StackCommerce has helped us move the needle in terms of augmenting and diversifying our revenue streams to include retail. They deliver the price points and variety that our readers want.

Paul, Owner of Awesomer Media

