

CASE STUDY

How a Publisher Generated an Add'l 20% of its Revenue through Native Commerce

boingboing

20%

% of Total Company Revenue

5K+

Email List Growth Per Month

>\$2

Average Revenue Per Click

Boing Boing is an award-winning website/zine that has been covering art, technology, politics, DIY, and Internet culture since 1988. They attract an eclectic audience and draw in over 3M MUVs.

Challenge

As a small, self-funded publisher, Boing Boing struggles to find ways to monetize without polluting the reader experience with too many ads. They aim to boost engagement and revenue, while maintaining their brand.

Solution

Based on the success of similar sites working with StackCommerce, Boing Boing initiated an affiliate partnership in 2015. They saw immediate success and quickly implemented an integrated, white-labeled storefront.

Boing Boing is now able to offer an eclectic array of products through organic channels like daily content. Not only have readers responded positively, but Boing Boing was able to remove two display ad units in less than a year due to the new revenue from commerce.



Eclectic
Men 35-55



Tech
Geek/Nerd
DIY



Dedicated Homepage
Editorial, Email, Product
Feeds, Social Media,
White-Labeled Shop

“It took less than a week to launch our white-labeled shop, and it looks great! The relationship integrates well into what we do, and I appreciate the attentiveness of the StackCommerce team.”

Mark, Founder of Boing Boing

High ROI

No cost or staff required to implement or manage.

Fast Success

Accounted for 20% of revenue in < 12mos.

Easy Setup

Took < 2 weeks to launch.

stackcommerce

