

CASE STUDY

Publisher Finds Easy, Full-Service Commerce Solution with StackCommerce

\$100K

Annual Incremental Revenue

3K+

Email List Growth Per Month

2x

Increase in Commerce Revenues YoY

Challenge

Digg made a strategic decision to diversify their revenue streams with an ecommerce offering. They tested several solutions; however, they found other providers required too much management and resources to be successful.

Solution

StackCommerce delivered a comprehensive Native Commerce Platform with a white-labeled shop at store.digg.com and a shopping specific newsletter. Stack provides a full-service solution which includes products and services that are uniquely tailored to Digg's digitally native audience, full promotional and project planning support and strong engagement channels to ensure Native Commerce is a growing part of their revenues.

High ROI

Full-service support of commerce with no overhead.

Fast Success

13% increase in email list month over month.

Easy Setup

Quickest commerce program to implement.

Digg is a content discovery destination that draws in 10M monthly readers. The audience is made up of digitally native professionals. Digg's audience is looking for a curated experience that highlights the highest quality content and services.



Technology-Focused
Young Professionals



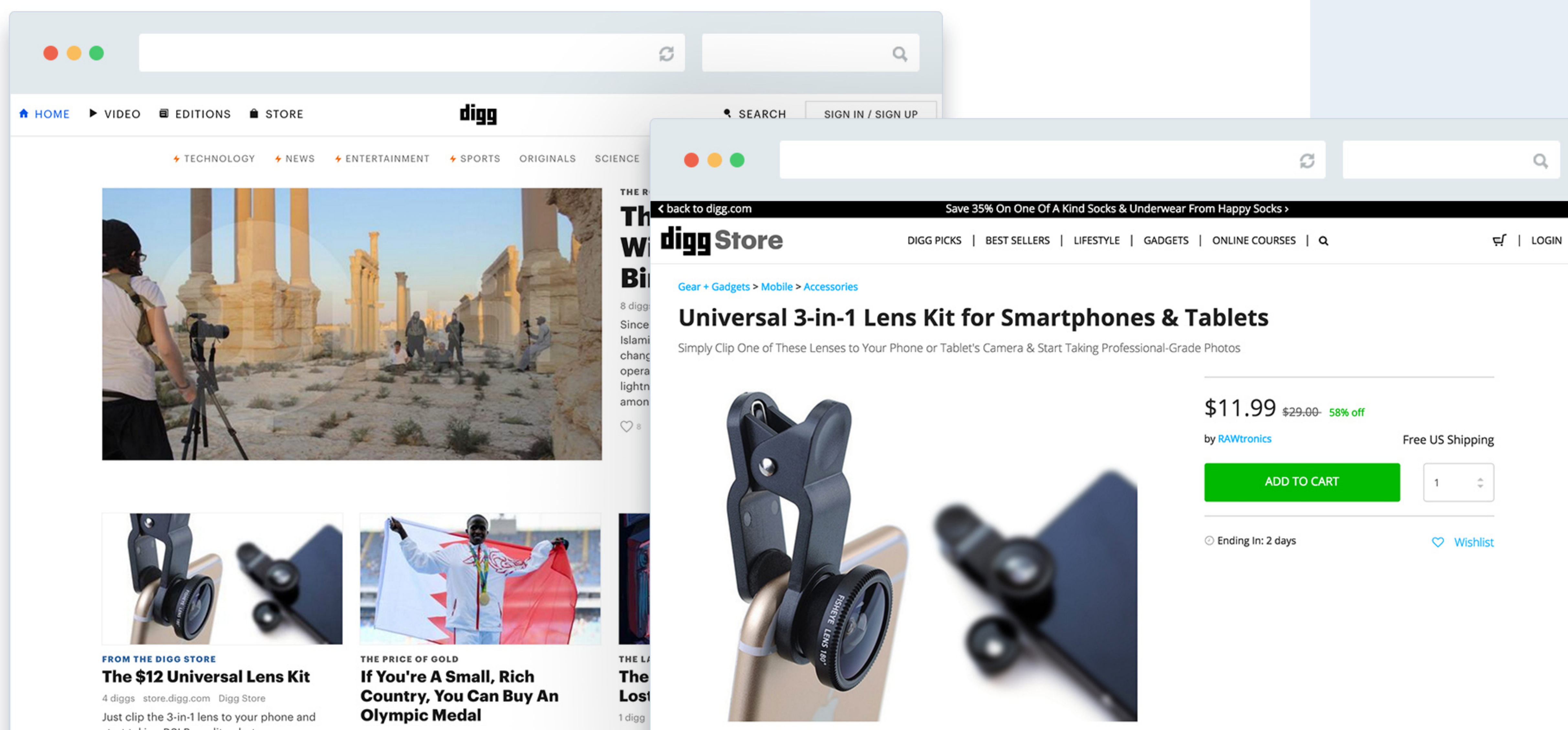
Tech
Geek/Nerd



Dedicated Homepage
Editorial, Email,
White-Labeled Shop

“Digg's audience has responded very well to Native Commerce, as StackCommerce innately understands our digitally native audience and delivers products and services they want. Stack offers a full-service, low-effort Commerce solution, which Digg required.”

Sissi, Director Brand Solutions, DIGG



stackcommerce