

CASE STUDY

Popular Tech and Download Sites Generate Incremental Commerce Revenue

50%

% of Store Revenue from Passive, Off-Site Channels

10%

Store Revenue from Site Integrations Targeting Ad-Blocking Visitors

2x

Increase in Commerce Revenue YOY

Challenge

Popular tech sites Slashdot and SourceForge both boast very tech-savvy audiences, the majority of which use ad blockers. Under new ownership, both sites aimed to decrease reliance on advertising by providing high-tech quality product offerings.

Solution

StackCommerce's Native Commerce Platform provides thousands of innovative tech deals to the Slashdot and SourceForge users. This revenue stream works seamlessly alongside their traditional ad channels to provide incremental profit even when ad blockers are at play. Both communities have responded positively to the overall commerce experience.

SOURCEFORGE

Slashdot /

Slashdot and SourceForge have been among the most iconic tech brands on the Web for the past two decades. Slashdot is a leader in tech news, while SourceForge is the first and largest open source code repository. Both sites are frequented by highly technical users and generate over 100M monthly PVs.



Programmers
Engineers
Science Enthusiasts



Tech



White-Labeled Shop,
Email, Social Media

“We wanted a way to generate revenue by providing something our users would find interesting and beneficial. StackCommerce allows us to generate revenue in an ethical and non-intrusive way.”

Logan, President, Sourceforge.net

