

marfeel^o CASE STUDY

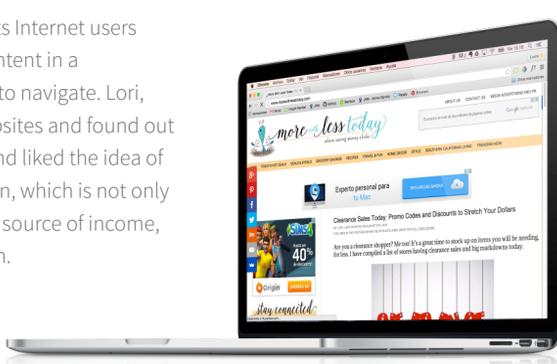
SECTOR: LEISURE BLOG



Founded in 2009, by Lori Felix, a newly empty-nester Mom, who was looking to pass over her frugal ideas about how to save big and yet live the good life. Nowadays More with Less Today and its editorial team cover a wide range of topics related to getting the most out of life with creativity, fun and smart spending.

THE CHALLENGE

More With Less Today had many of its Internet users switch over to Mobile, reading its content in a non-dedicated site, which was hard to navigate. Lori, who had seen some of Marfeel's websites and found out that the service was given for free, and liked the idea of providing a mobile-dedicated version, which is not only convenient, but also provides a new source of income, while supporting traffic monetization.



- The goal for More With Less Today's mobile website included -



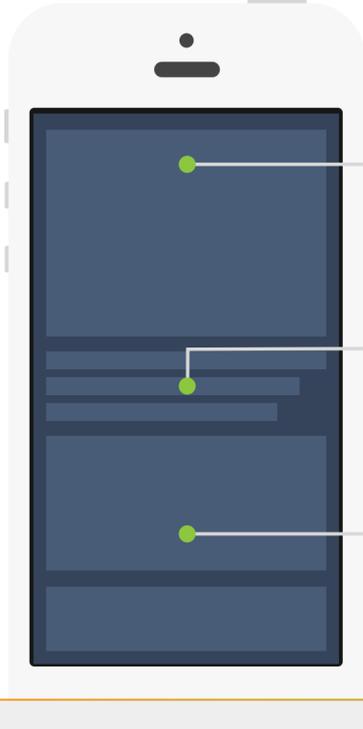
Increase user engagement by implementing a multi-screen strategy



Monetize mobile traffic generated by its mobile site's visits



Reach new users, while on-the-go



THE SOLUTION

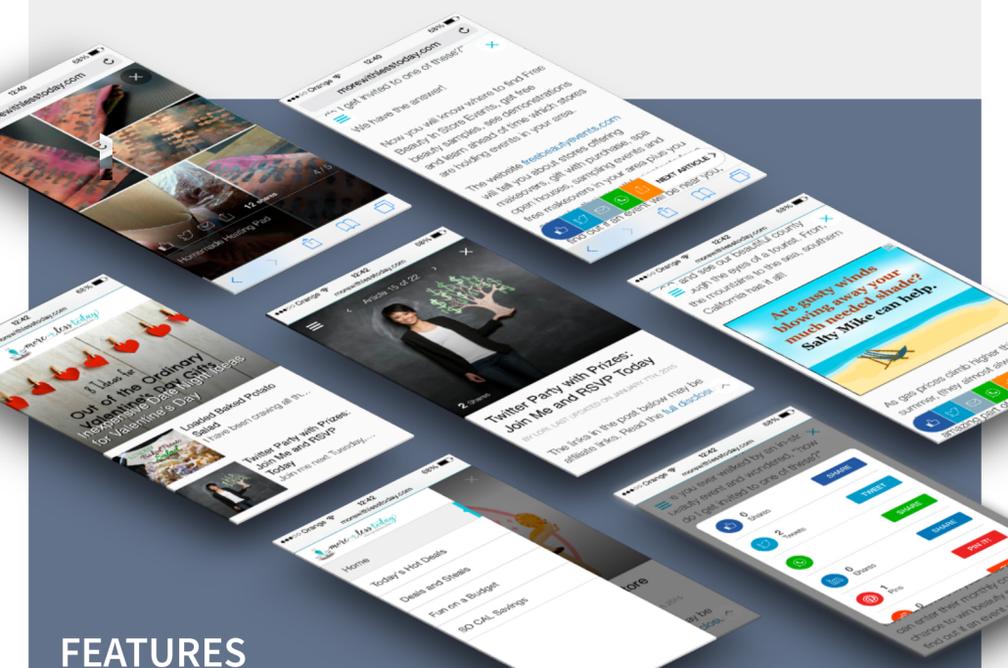
Marfeel's built a new **mobile website**, laying down the foundations for a better user experience and deeper engagement, both contributing directly to an optimized ad revenue.

Using **Marfeel's proprietary technology**, data is continually analyzed and optimized, ensuring a better presentation/layout of content, while generating a brand-new revenue source.

Marfeel has also built a new **mobile app**, allowing for a wider reach to customers, easy mobile discovery and deeper user dedication.

THE RESULT

By using Marfeel's solution, More with Less Today is now accessible through all screens, **its revenue per visit has increased by x6**, **page views are now x5 higher**, **the bounce rate has improved by 200%** and **its total mobile revenue now surpasses both its adsense and ad network income, combined**. Half of More with Less Today's readers are now using mobile to access its content.



FEATURES

App-like swiping

Dynamic ad insertion

Dynamic social sharing capabilities

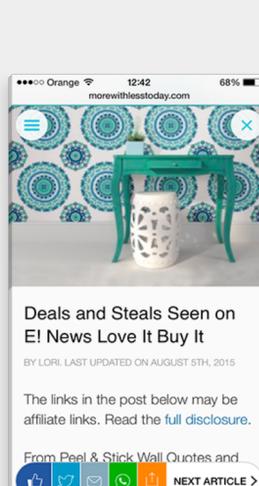
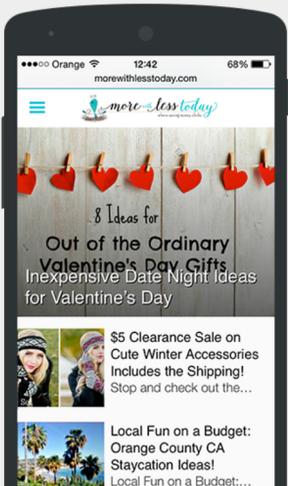
Real time bidding, aggregating premium advertiser ads

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“My mobile earnings were dismal but I knew that more and more of my readers were reading More With Less Today on phones and tablets. When I learned that Marfeel would create a mobile-ready site for me, at no cost, I jumped in; when I saw the income it was generating for me - I became a fan.”



Lori Felix
Blogger/Publisher
More With Less Today



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