

## 300% Traffic Increase, Audience Data Drive Product & Revenue Diversity



↑ 3X

referral traffic

↑ 300%

organic traffic

**NGI** NATURAL GAS INTELLIGENCE  
News | Data | Prices | Insight... since 1981

BtoB publisher Intelligence Press delivers multi-state industry price data daily in one place: [naturalgasintel.com](http://naturalgasintel.com) (NGI). Contextually related assets—maps, charts, and factbooks, assembled dynamically—add value to drive subscription sales. Since its relaunch on ePublishing’s Enterprise Publishing System, unique visitors increased 141%.

**Audience Behavioral data** about individuals represents a breakthrough in BtoB publishing by tracking articles viewed, downloads, trials, purchases, and more. NGI uses a built-in eCommerce system to meter premium content and target conversions, promotions and cross-sell offers.

Efficiencies gained by consolidating 5 newsletters across two sites, all controlled from a unified dashboard, facilitate new revenue streams: NGI is adding 2 newsletters, a data product and an industry factbook to its growing product portfolio.

### Key Features

- Metered Paywall
- Topic Pages / Image Galleries
- Sales Offers in Context
- Self-Serve Account Management

ePublishing empowers media companies to drive maximum profit from web, mobile and eCommerce. Responsive design combined with state-of-the-art tools and integrated behavioral data create diverse income streams and deep reader engagement with Contextual Content, Community and Commerce.