With its relaunch, HousingWire.com positioned itself as the leading media resource in a highly competitive housing media market. The BtoB publisher addressed three primary challenges:

- Attract more eyeballs to boost advertising revenue
- Expand sponsorship and lead gen opportunities
- Deliver value-added content to retain and engage subscribers

**How did they do it?** HousingWire attributed its traffic lift to built-in SEO tools, contextually-linked content and responsive design—all managed from ePublishing’s single dashboard. As a result, Housingwire is having no trouble selling $6,500 listings in its new Buyers Guide.

Sponsors and advertisers value their company listings because HW features them in relation to each article and more importantly, can provide detailed audience data.

**Key Features**
- **Audience Data adds value to Lead Gen, Ad Sales**
- **Buyers Guide listings contextually related to Articles**
- **Taxonomy System presents related Articles, Ads, Subscription Offers**
- **Search Results Present Articles, Blogs, Archive Pages, Listings and Products**

**Contextual Content + Buyers’ Guide + Ads = $250K Revenue Gain**

- **57%** traffic increase
- **$250,000** new sales

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