

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



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.

↑ 57%

traffic increase

↑ \$250,000

new sales

Key Features

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

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.