

LOTAME CASE STUDY
DATA MANAGEMENT PLATFORM | Collect Anywhere. Use Everywhere.

TownNews.com Uses Content Personalization to Decrease Bounce Rate 89%

CLIENT CHALLENGE



As a technology company working with a network of over 1,700 websites, TownNews.com is tasked with helping their news and media clients get readers' attention and keep them engaged on their sites. TownNews.com was looking for ways to increase the efficiency of the websites in their network while also increasing engagement in terms of decreasing bounce rates, increasing pages per session and overall session duration.

Lotame's technology and expertise have helped us innovate quickly—much faster than if we'd chosen to go it alone. We think we're just scratching the surface of the value that deep integration of Lotame's audience data with BLOX CMS can produce for our news and media partners.

BRAD WARD
Chief Executive Officer, TownNews.com

LOTAME SOLUTION



DMP FOR
TARGETED
ADVERTISING

TownNews.com started working with Lotame's DMP to collect data and offer insights into their readers' interests, which they used for targeted advertising



DMP FOR
CONTENT
RECOMMENDATIONS

TownNews.com also launched a behavioral content recommendation program, called iQ Engage, that converts reader "signals" from users—such as answering a poll question, clicking a keyword, saving an article, browsing a specific section, etc.—into actionable audience segments. This data enables sites that use TownNews.com's BLOX CMS to serve up content recommendations that are customized to each user based on their individual behavior profile, so they'll browse deeper and see more content—and ad impressions.

REAL RESULTS

- ✓ Session duration increased 120% (from 1:47 for the average visitor to 10:01 for behaviorally targeted audiences)
- ✓ Bounce rate decreased 89% (dropping from 70% for the average visitor to 7.33% for behaviorally targeted audiences)
- ✓ Pageviews per session increased 70% (from 3.33 PPS for returning visitors to 5.7 PPS for behaviorally targeted audiences)

Want similar results for your business? Get in touch!
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