

Leisure.com uses Monetize.com's advanced technology for a wealth of Business opportunities.

THE LANDSCAPE: A More Reader-friendly Alternative

The traditional display ads are no longer in business. Though premium publishers are still spending on traditional advertising, its effectiveness in terms of percentage growth is waning. So, publishers, in order to continue iterating are hanging alongside more effective, more targeted marketing like native advertising.

THE CUSTOMER: Leisure.com

Leisure.com is a digital publishing platform that allows the creation, distribution & monetization of online traffic through digital content. The platform is designed to create a more seamless native ad experience for users.

THE PARTNER: Monetize.com

Monetize.com partnered with Leisure.com with an intent to monetize leisure.com's content with the help of Monetize.com's advanced technology, which is designed in a way to monetize organic product links by itself without any visible impact. Leisure.com started to earn a new revenue stream.

THE PROBLEM: Lack of Retail Links

Before leisure.com teamed up with monetize.com, most of its articles with product mentions did not have relevant retail links. Even the massive collection of some GREAT content was not bringing any money as they lacked connections. The revenue opportunities were only unlocked when monetize.com came into the picture to change editors' behavior.

SOLUTION: Unlocking Opportunities

Monetize.com developed technologies & tools that aimed at providing publishers with control over the exactly similar keywords that are linked and also over their destinations. With the help of Monetize.com's advanced Natural language processing tools, leisure.com has been able to find, review & approve the keywords that are linked across their sites. The links inserted are relevant to the site's landscape and are native to the content, increasing the readers' shopping possibilities after reading the content. Monetize.com & leisure.com have together made every piece of article generate revenue it deserves.

RESULT: The Unlocked CONTENT Potential

Since monetize.com partnered with leisure.com with an intention of content monetization, its advanced technology has become an intrinsic part of the Native advertising strategy of leisure.com.

- ★ Native revenue has risen to over 300%
- ★ Incremental RPM in excess of \$.20

Leisure.com uses monetize.com technology across their properties — both through the old & new content— for improved revenue generation &