TRAVERSE

Lifescript doubles data matching revenue with Traverse Data

Background

Lifescript is a digital publishing and performance marketing company focused primarily in the women's health space. Lifescript is known for its high-quality content, and each month, Lifescript sends half a billion emails to its users, attracts up to 18 million unique visitors, and generates up to 100 million page views.

Challenge

✔ Faced with declining revenue from existing data matching and onboarding partners.

✔ Wanted to find a company who could provide access to additional match partners, without having to seek out or manage those extra relationships.

✔ Looked to expand their revenue potential by adding new data partners.

Solution

✔ Lifescript chose Traverse because of its ease of implementation, reach, and ability to provide access to a previously untapped world of ad tech companies.

✔ Flexibility was key. With a single implementation, Traverse serves as a single point of contact for new partners, and Lifescript has the flexibility to activate or deactivate partners within Traverse's tag management.

Results

✔ Lifescript has seen its data matching revenue double with Traverse, with monthly revenue in the 5 figures.

✔ Implementation was only a matter of hours, and Lifescript is able to make changes with ease.

✔ Traverse's comprehensive email expertise gives Lifescript peace of mind knowing their data is protected from misuse.

lifescript

"Having Traverse's management team of smart people that really understand both email and identity management and resolution is critical to the success of [our] data matching partnerships."

SEVEN

Number of additional ad tech companies that bring in incremental revenue for Lifescript, thanks to Traverse.

Securely navigating the people-based marketing landscape.

Contact us to get started today: 212.457.4975 | **info@traversedata.com** | **www.traversedata.com**