TRAVERSE

Traverse Data generates six-figure incremental revenue stream for Prime Publishing

Background

Prime Publishing is an online publisher that creates women's lifestyle content in the cooking and crafting categories. The company aims to build multi-platform brands that inform, inspire, and engage highly coveted consumer audiences. Prior to working with Traverse, they primarily generated revenue through advertising and subscriptions.

Challenge

- ✓ Needed to find alternate revenue sources to offset decreasing banner revenue.
- ✓ Wanted to monetize their valuable data but weren't sure what arrangement made the most sense.

Solution

- ✓ After soliciting recommendations from industry partners, Prime Publishing choose Traverse – mostly because of its transparency and diversification.
- ✓ Prime Publishing implemented Traverse's tag on their email templates and websites so they could pass encrypted data to Traverse.

Results

- ✓ Implementation only took a few hours.
- ✓ Prime Publishing collects hundreds of thousands of dollars annually in incremental revenue.
- ✓ The Traverse solution has resulted in gross margins that are much higher than banners, sponsorships, and magazine ads.

PRIME
PUBLISHING LLC

"We knew Traverse had a good reputation from others in the industry. We like the transparency and diversification they offer. Traverse has turned into a very nice client with very high margin."

A FEW HOURS

Time it took to implement Traverse

Securely navigating the people-based marketing landscape.

Contact us to get started today.

info@traversedata.com | **www.traversedata.com**