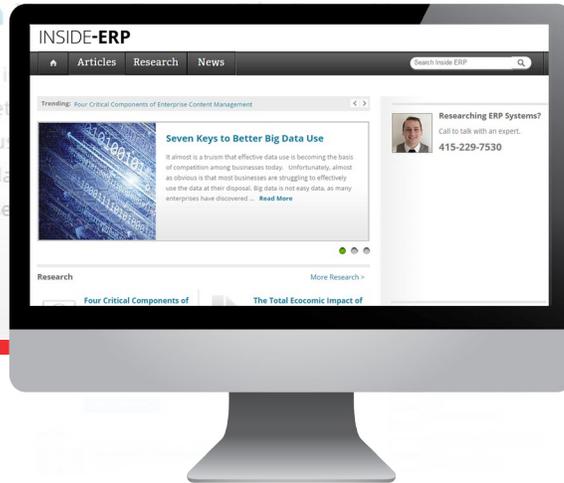




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# Driving Engagement on Custom Microsites

**Ziff Davis**, the leading all-digital media company specializing in the technology market, was looking for a way to energize and augment its original content across a host of niche technology industry sites to get more users to engage with and return to these sites. By partnering with PublishThis, they were able to achieve their goals and more. Here's their story:



"We attribute the 105% boost in return visits on our sites and 60% growth in page views directly to the increased volume of content our team has been able to put up using the PublishThis platform."

**Steve Horowitz**, Chief Operating Officer, Ziff Davis

## THE CHALLENGE

Steve Horowitz, Chief Operating Officer of Ziff Davis, had a team managing a host of vertical technology industry sites such as VOIP News, InsideCRM, InsideERP, and ITManagement for which they had historically faced a challenge with sourcing original content. The sites offered readers compelling vertical-specific content in categories called Research and Articles, but they were not published very often due to the lead time and effort each one took. Ziff Davis needed a solution for bringing **fresh, relevant content** to these sites in a way that scaled and didn't require ongoing editorial oversight or any change in site architecture.

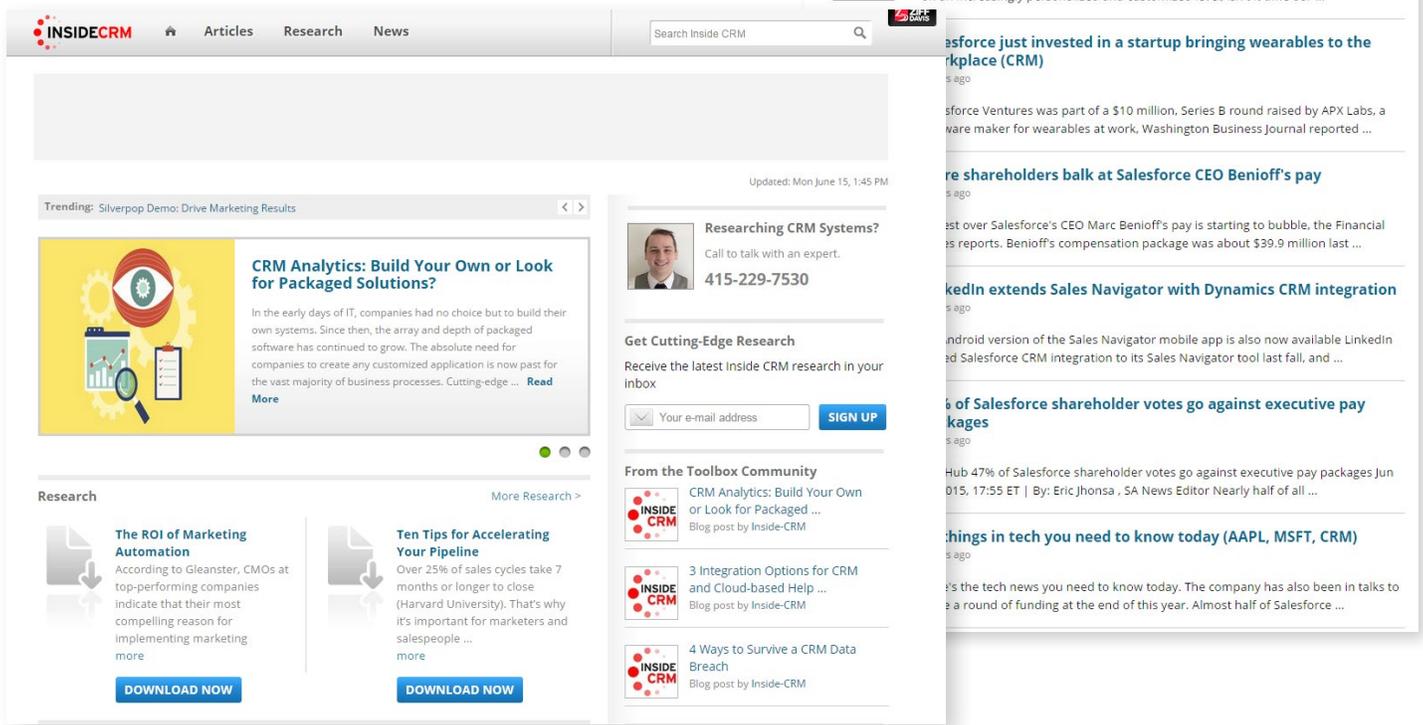
## THE SOLUTION

The Ziff Davis team was able to easily use the PublishThis platform to enhance their existing original content on B2B industry sites with fresh, relevant newsfeeds that fit the narrow verticals they publish in, such as VOIP, ERP, CRM, and IT Management. Working with the PublishThis team, they tuned and refined the sources and terms to find each category's best content. With these **targeted newsfeeds**, they knew they could **create brand loyalty** and authority with their audiences to foster deeper relationships and authentic opportunities to market to them. They knew this was key to driving deeper engagement and better metrics.

## THE RESULTS

Steve was able to see the results he had anticipated during implementation, including better engagement, more page views, and higher return visits. The team was able to **rapidly launch streaming newsfeeds** on each of their niche subjects without any redesign of templates, changes in publishing workflows, or engineering support. PublishThis allowed Steve and his team to quickly enjoy increased metrics across all of their microsites.

- **105% increase** in key engagement and loyalty
- **60% increase** in page views
- **30% increase** in return visits



"PublishThis offers superior search aggregation, filtering technology, and enterprise-grade publishing tools that complement our CMS."

–Steve Horowitz, Ziff Davis

Learn more about how PublishThis can help you deliver better content more often.

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