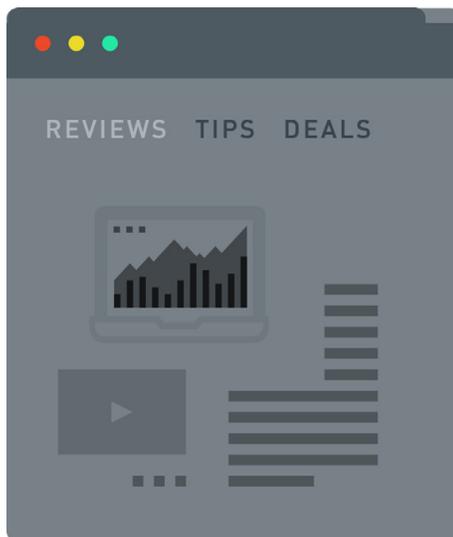


How a Top Technology Publisher Maximizes Email Revenue



Techlicious is a consumer technology website that offers information and reviews to help people make the most out of technology. With decades of experience writing about consumer products, Techlicious' content creators cut through the hype and technical jargon to provide their base of technology consumers with trustworthy advice on what to buy and how to use their products better.

PROBLEM

With 1.1 million monthly unique visitors and 85,000 newsletter subscribers, Techlicious has been tremendously successful at delivering targeted content to a high-quality audience. Despite these successes, Techlicious still struggled to maximize revenue from its email campaigns. Techlicious co-founder Josh Kirschner, who manages business development initiatives like advertising and sponsorship, explained this problem as a matter of resources. "We're a relatively small company, so our resources for direct selling are limited" Kirschner said.

Techlicious was unable to find and maintain suitable email advertisers and as a result, its email fill rates suffered.

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TECHLICIOUS METRICS

2014

Year Started

67,000

List Size

\$2,300

Price / Send

1.1 million

Pageviews

Techlicious began using Paved in October 2015 as an affordable, effective way to drive revenue through targeted email campaigns. After just one year, Paved became responsible for managing a significant portion of all Techlicious' client-sponsored email campaigns.

Paved first began its advertiser outreach efforts by creating high-quality media kits detailing the many benefits of advertising with Techlicious. The Techlicious audience is comprised of educated men and women with above-average purchase intent, making it a highly valuable network for advertisers. One advertiser that's taken advantage of this audience is stock photo site GraphicStock. While GraphicStock already enjoys global brand recognition for its library of over 300,000 royalty-free images and graphics, it operates in an extremely saturated market. When you consider the fact that the keyword 'stock photos' ranks for \$25 per click on Google, it's no wonder GraphicStock sought a more cost-effective solution.

Techlicious used Paved to solicit newsletter advertisements from GraphicStock, which hoped to find a new revenue stream in Techlicious' intelligent, technology-driven audience. Since this mutually-beneficial partnership began, GraphicStock and Techlicious have seen great success in Paved's affordable advertising solution. “ We worked with GraphicStock on a number of campaigns, and I was very happy to see them come back as a repeat customer for additional campaigns” Kirschner explained.

In a recent newsletter with Techlicious, for example, GraphicStock ran a promotion that allowed Techlicious users to download up to 140 stock images over the course of 7 days, entirely free of charge. This email promotion was a massive success: it achieved an impressive 18% open rate, with a click through rate of 3.3%. This allowed GraphicStock to drive traffic to its site for just \$0.62 per click -- a much lower rate than what SEM can offer.

“Paved can be an effective partner to filling your dedicated email sponsorship inventory”

- Josh Kirschner, Techlicious co-founder.

In addition to the specific successes achieved from working with GraphicStock, Techlicious continues to benefit from using Paved in three key ways:



Reliable Advertisers

Paved has given the Techlicious team an efficient, profitable way to discover new advertisers and generate profitable relationships. This gives the Techlicious team peace of mind, because they no longer have to worry about advertising sales and can instead focus on other revenue-driving ventures.



Simplified Process

From retrieving a request to importing an advertiser's email creative, Paved makes dedicated email sponsorship incredibly easy for publishers. And since publishers receive payout as soon as an email gets sent, both parties know what to expect.



Increased Revenue

Paved's advertising solutions have helped Techlicious achieve higher fill rates at a much lower cost than traditional brokers or in-house sales teams. With a reliable way to sponsor its email newsletters month over month, Techlicious continues to see increased revenue.