

STROSSLE



“WE ARE IMPRESSED HOW STROSSLE  
CAN DRIVE QUALITY TRAFFIC BETWEEN SITES,  
IT GIVES US ANOTHER TRAFFIC SOURCE  
THAT WE CAN RELY ON.”

**MARTIN MÁČ**  
CEO OF ZOZNAM



#### CASE STUDY:

**Zoznam.sk**

Zoznam is the largest pure online media company in Slovakia. They have 16 online magazines & news sites.

# STROSSLE VS FACEBOOK

## HOW ZOZNAM BATTLES FACEBOOK DEPENDENCY WITH COLLABORATION

### BACKGROUND

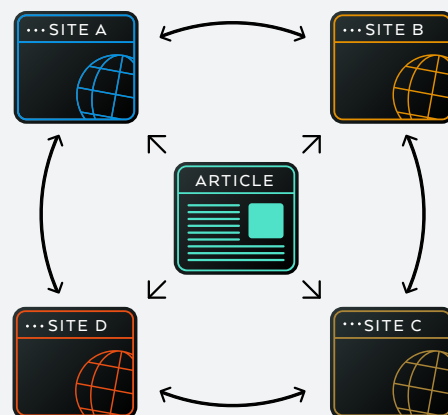
With 16 magazines and news sites, Zoznam is Slovakia's largest pure online media company. An important part of their portfolio is the Topky news portal, which, according to Google Zeitgeist, was Slovakia's most searched media on Google six times in a row. Zoznam is owned 100% by Slovak Telekom, which in turn is 100% owned by Deutsche Telekom.

### CHALLENGES

Zoznam, just like most publishers, has a substantial amount of visitors from Facebook. They partnered up with Strossle in an attempt to balance the traffic from social media with new traffic sources. More sources means a higher level of predictability and makes it easier to focus on the core business, which is creating great journalistic content.

## THE ACCELERATOR, WHAT IS IT? WHAT DOES IT DO?

THE STROSSLE ACCELERATOR PROMOTES A RELEVANT ARTICLE TO READERS ACROSS THE WHOLE PUBLISHER NETWORK.



# SOLUTION

Zoznam decided to try Strossle's traffic collaboration network, the Strossle Accelerator.

## ZOZNAM SET UP THREE CONDITIONS FOR A NEW TRAFFIC SOURCE:

- The source should attract quality visitors. ✓
- The source should be 100% automated. ✓
- The source should make Zoznam less dependent on search and social. ✓



## WITH THE SET CONDITIONS IN MIND,

Zoznam decided to try Strossle's traffic collaboration network, the Strossle Accelerator. The Accelerator is a data-driven cross-promotion network for media sites. By recommending their best content on affiliated media sites, publishers can work together to increase traffic and encourage media consumers stay in a quality environment. The Accelerator is integrated to Strossle's widgets and is free for the publisher to use.

Zoznam launched the Strossle Accelerator across 10 sites and started sharing traffic between the sites. When comparing the quality of these visitors with visitors from Facebook, it was clear that the Strossle Accelerator gave each Zoznam site new quality visitors that they would not have otherwise. The average pageviews per session were better on 100% of the sites, and the users viewed on average 57% more pages per session than Facebook users.

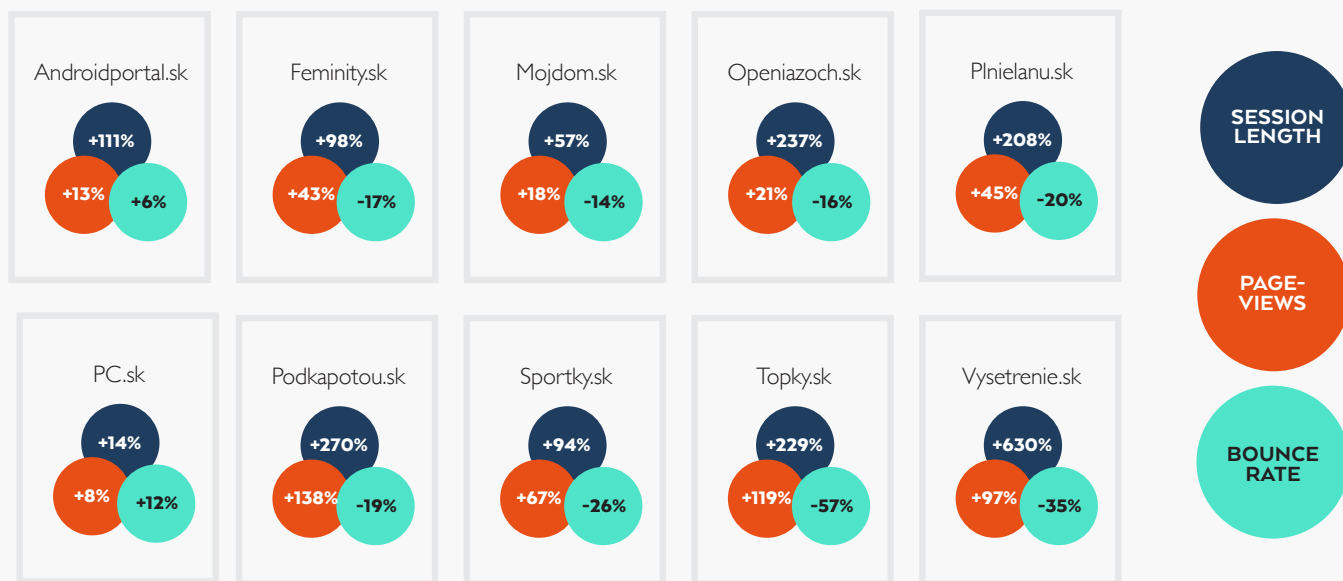
The bounce rate was also considerably lower when comparing Accelerator visitors to Facebook visitors. The Accelerator visitor had a lower bounce rate on 8 out of 10 sites, and the average bounce rate was 18% lower than that of Facebook visitors. The average length of each session was also longer on all of the sites. On average, a visitor from Strossle Accelerator stayed 195% longer on each site than a visitor that came from Facebook.

Thanks to the Strossle Accelerator, Zoznam now has a new source of quality traffic that can help them to monetize their content and build a sustainable business model.

# RESULTS

**Zoznam** decided to try the Strossle Accelerator on ten sites. They compared the traffic with Facebook to see if there was a difference in quality. The traffic was evaluated by three metrics: pageviews, session length and bounce rate.

"With Strossle, the visitors stays in a quality environment instead of jumping back and forth through social media. The Strossle Accelerator visitors spent more time and viewed more pages and had a lower bounce rate." - says Martin Mác, CEO of Zoznam



## STROSSLE COMPARED TO FACEBOOK

**+195%** **+57%** **-18%**

SESSION LENGTH PAGEVIEWS BOUNCE RATE

The Strossle Accelerator gave Zoznam visitors with better quality on all sites in terms of pageviews and session length. The bounce rate was better on 8 out of the sites.