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# HOW MATOMY GENERATED A 2,000% INCREASE IN REVENUE IN 9 MONTHS

## CASE STUDY



### DIGITAL BULLDOGS

*Digital Bulldogs is a multichannel digital marketing technology company that specializes in direct-response advertising services.*



### OBJECTIVE

*To increase revenue through better monetization of new email feeds and current lists.*

## STRATEGY

*Matomy began working with Digital Bulldogs in 2013, helping it improve monetization efforts for the publisher's email lists and optimize existing campaigns. Digital Bulldogs' revenue was initially modest due to low activity on generic traffic.*

*After the first month of activity, the Matomy team began a series of list optimization actions, including weekly tests of different campaign verticals based on time stamp, URL and IP source.*

*Matomy and Digital Bulldogs worked collaboratively to improve the quality of existing feeds and added new media sources on a weekly basis.*

## RESULTS

As a result of close collaboration and feed optimization, Digital Bulldogs' monthly revenue grew rapidly, from about \$4,000 in the first month to more than \$80,000 after just nine months.

As the revenue continued to grow, Matomy received additional lists and used those to optimize and grow Digital Bulldogs' revenue substantially.



**REVENUE  
INCREASED BY  
2,000%**  
AFTER 9 MONTHS



“ We have really enjoyed working with Matomy. They are a highly regarded partner and have exceeded our expectations time and again for many of our valued clients. We look forward to continuing and expanding our partnership efforts with them. ”

Alan Refaeli, CEO  
Digital Bulldogs, LLC



## ABOUT MATOMY

Matomy Ltd. (LON:MTMY) is one of the world's leading digital performance-based marketing companies. Working across web, social media and mobile platforms, Matomy offers advertisers, media partners and publishers a range of opportunities to generate risk-free performance-based results, delivering quality, scale and speed by providing a single gateway to all digital media channels.

Matomy's marketing solutions include: a *display ad network*; *mobile social* and *video* advertising; *email marketing*; *search marketing* and *search engine optimization*; a *virtual currency platform*; and *domain monetization*.

Interested in monetizing your email opt-in database?

Email: [ListManagement@matomy.com](mailto:ListManagement@matomy.com) or visit [www.matomy.com/email](http://www.matomy.com/email)