

Investopedia, one of the Web's most popular finance sites, was recently redesigned to improve navigation and introduce new vertical content. Part of that redesign included the addition of a full feature commenting system to give its community a platform to interact. In Disqus, Investopedia found a perfect fit; the core commenting component is intuitive and sharp, the single sign-on feature enables seamless integration of the existing users in order to drive registrations, and the Disqus implementation is very fast. **After implementing Disqus, Investopedia has seen a significant increase in passionate and active debates around its content.**

One feature of Disqus that Investopedia finds particularly useful is Promoted Discovery, a content recommendation engine embedded into the Disqus commenting solution. Promoted Discovery provides two key benefits to Investopedia:

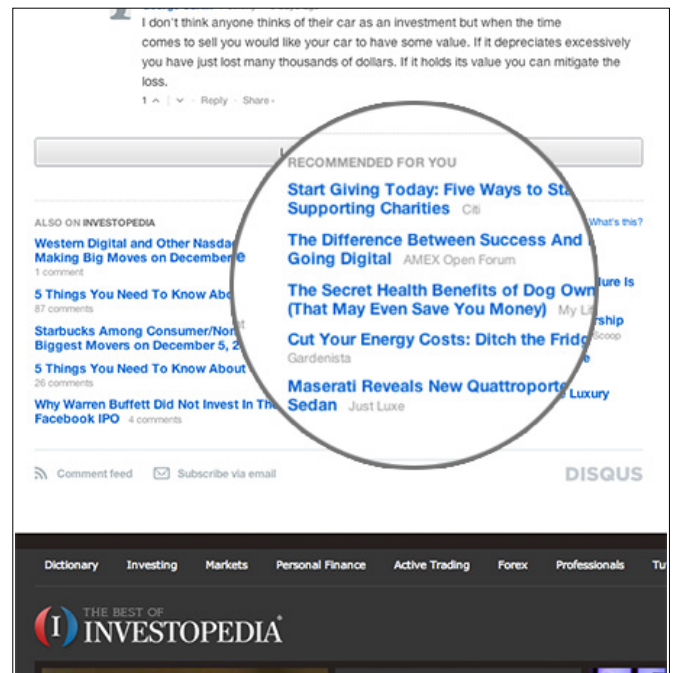
**1. More high quality traffic by recommending Investopedia's most popular and relevant stories to readers.** The volume of additional traffic is growing and complements existing recirculation tools on the site. The most striking feature of the traffic generated by Disqus is the quality - Investopedia's engagement metrics show users coming from Disqus consume 3.2 pages per visit and have an average visit duration of just over 8 minutes, **both of which are 1.5x-2x higher than other traffic sources.**

**2. A new revenue stream by promoting relevant off-site content for which Investopedia is compensated if a user engages.** The incremental revenue from Promoted Discovery has made it so that Investopedia more than covers its costs of using the Disqus platform, **turning a cost center into a profit center.**

*"Investors are super passionate and engage in large volumes of content consumption and discussion to express their views. In Disqus, we've found the perfect partner who has helped to elevate our community discussions, while bringing highly relevant content recommendations to the reader experience. For Investopedia, Disqus has meant more engagement, real community and an additive revenue stream that we will look to grow."*

**ADAM SMITH**

MARKETING & SALES OPERATIONS MANAGER  
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#### ABOUT DISQUS

The mission of Disqus is to enhance online discussion for audiences and publishers everywhere. Each day, over 5,000 sites add Disqus to create a more dynamic audience experience and increase advertiser value. Disqus reaches over 900 million unique visitors per month across 2 million websites while generating 6 billion page views every month. Disqus is the #1 distributed social application on the web according to reports by comScore and Quantcast.