

Building and Monetizing Community

A CASE STUDY

Moguldom Media Group operates the leading network of digital media brands geared toward African Americans. Its Bossip pop culture destination anchors the media network that includes sites like StyleBlazer, Madame Noire and Hip-Hop Wired. Moguldom is a pure digital media company that was among the first to embrace sponsored content, mobile and video. The company is also a firm believer in the power of strong communities to enhance both the user experience and the environment for advertisers.

Moguldom uses Disqus to power conversation and interaction on its sites. Sites like Bossip are among the most active communities using Disqus, with many users having posted thousands of comments. It's also not uncommon for Bossip stories to have hundreds of comments from their passionate audience. The resulting impact is a media property that performs strongly on valuable engagement metrics important to advertisers such as pageviews per visit, time on site and volume of shares.

To monetize the highly engaged discussion environment, Moguldom has added Disqus Promoted Discovery to serve sponsored content recommendations. Promoted Discovery uses contextual relevance of a user's reading and commenting history to make appropriate content

recommendations at the point of discussion. When users click on those recommendations, Moguldom earns revenue from Disqus. Disqus users are more engaged as they are in the conversation and more responsive to content discovery. Across all Moguldom sites, readers are clicking on 60K promoted content links a month, resulting in a new, growing revenue stream. It's a win-win: Moguldom earns additional revenue while the audience is exposed to new, relevant content.

“Disqus is a great fit for our overall monetization strategy: the discussions keep our audience engaged and the sponsored content helps us earn revenue from our community real estate. Disqus Promoted Discovery also complements other content recommendation solutions we use in different parts of our sites without detracting from their effectiveness. Best of all, it takes a cost-center and turns it into a revenue stream which we look forward to growing.”

JAMARLIN MARTIN

CHAIRMAN & CEO
MOGULDOM MEDIA GROUP

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.