

How BuzzFeed Scaled Mobile Revenue Through a Content and Commerce Strategy

The Evolution of Intent

Whenever consumers are on laptops or desktop computers and want something, typically they'll start on Google Search. Users type phrases like "I want to buy a dress, a vacuum, book a hotel" etc. and the search starts in one spot. In the mobile economy, intent is spread across the entire ecosystem; from loyal airline app users to content they're reading on media outlets like BuzzFeed, there are many different places a user might start their purchasing journey. The mobile buyer's journey can move from awareness to purchase swiftly, if the experience is right. From first tap to order confirmed, there are a few key moments that shape a user's path to purchase. It turns out, the better these moments are, the more likely a user is to convert. From the perfect content to an optimized purchase experience, this case study will explore how BuzzFeed optimized a mobile purchase flow and generated an 89% increase in sales for a leading retailer with help from its partnership with the Button Marketplace.

BuzzFeed optimized a mobile purchase flow and generated an 89% increase in sales in one day.

A Strong Partnership Sets You Up for Success

BuzzFeed, the leading independent digital media company delivering news and entertainment to hundreds of millions of people around the world, has been a member of the Button Marketplace since 2017. As Button's CEO, Michael Jaconi, puts it, "BuzzFeed is the king of merging content and commerce in the most authentic way. Incorporating mobile shopping for consumers within their properties is an exciting opportunity, and the variety of Button Merchants combined with BuzzFeed's content creates endless possibilities for all partners—a win, win all around."

One benefit of a partnership with the Button marketplace is that our dedicated Partner Success team is always searching for optimizations and ensures partners are in the loop for potential promotion opportunities. When a leading retailer knew they'd be putting the Instant Pot on sale for \$49 (a \$30 discount) they instantly thought to collaborate with BuzzFeed. With advanced knowledge of this sale, BuzzFeed was able to develop a content strategy around this product.

"For the Instant Pot campaign, it was critical that all pieces were in place. From advanced knowledge of the offer, to producing the right content, and of course having Button's technology in place to ensure optimal performance, we were able to optimize this entire campaign and see a significant revenue uptick."

-Nilla Ali, Head of Affiliate, BuzzFeed



BuzzFeed **produced an article** that not only provided user's with the information they needed to move through the buyer's journey from awareness to purchase quickly, but also highlighted the significant price drop. They were then able to promote the piece as a featured article throughout the BuzzFeed homepage, social media, and more.

With the increased blending of content and commerce, this partnership represents

a natural combination of the two on mobile in a way that is exciting for customers, and represents another way BuzzFeed is evolving the shopping experience to meet customers' needs.

A Few Tap Flow

With a Button optimized flow, BuzzFeed readers were offered a seamless journey from browsing the article and learning about the sale to purchasing the Instant Pot. When the BuzzFeed reader clicked the link they would be deeplinked directly to the Instant Pot product page on the retailer's mobile website.

BuzzFeed's Instant Pot Article Results:



The results speak for themselves, showing BuzzFeed reader's path to purchase was seamless.

Conclusion

On July 23rd, BuzzFeed drove an 89% increase in sales demonstrating that when you have a strong partnership in place and a user friendly purchase experience, content can be a powerful channel to capture consumer intent. The BuzzFeed opportunity extends far beyond one Instant Pot promotion-- it presents a unique channel to capture mobile shoppers with purchase intent and increase revenue on mobile.



Partner With Us

Button's exclusive marketplace is growing and we're always looking to optimize new and existing relationships. [Reach out to us today](#) to learn what you can do with content and commerce on mobile.