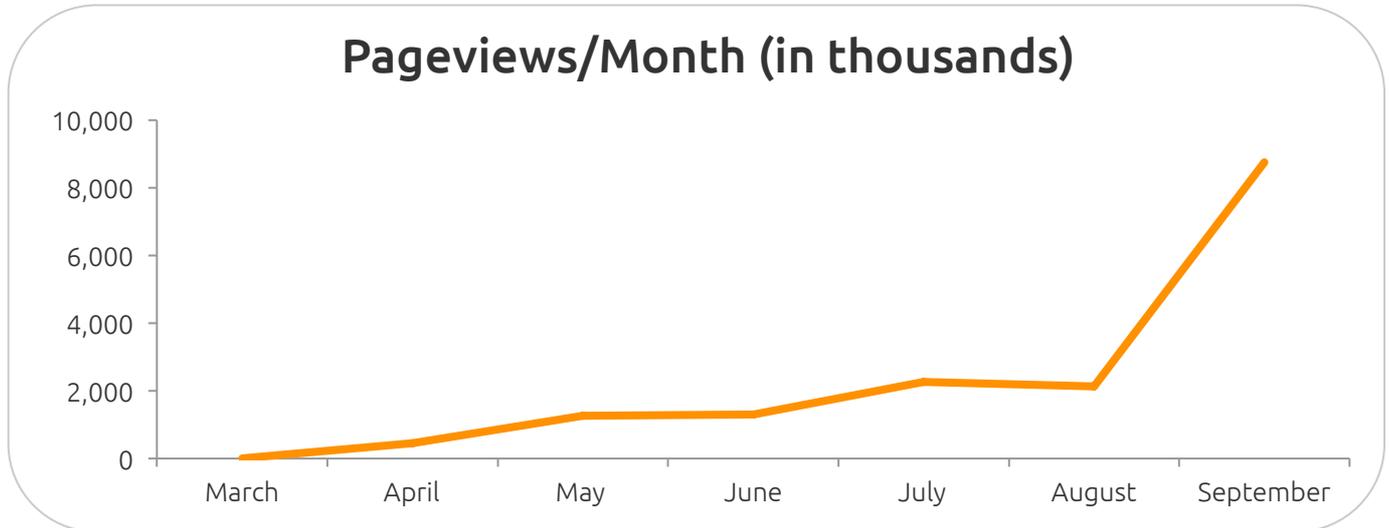


# 0 to 8,800,000 Monthly Pageviews in Under 7 Months

Case Studies > Traffic Generation



## Overview

**Website Description:** French trending news focused on emotionally stimulating content.

**Website Launch Date:** March 19<sup>th</sup>, 2014

**Primary Traffic Source(s):** Facebook [Social]

**Engagement Strategy:** Using noticeable copy and images, we enticed users to consume multimedia-heavy content on the website. We then encouraged users to share the content on social media by continuously lowering the friction to share.

**Direct (Non-Personnel) Expenses:** \$ 4,320 USD

## Background

We wanted to test how quickly we could achieve 5+ million monthly pageviews from a newly launched website. After building the infrastructure for the website in under a week, we aggressively launched into validating the model.

On September 23<sup>rd</sup>, 2014 we crossed the 5,000,000 monthly pageview mark in a given month. By the end of the month, some six and half months after the website was launched, we hit 8.8 million pageviews.

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