

## PORTALE BAMBINI

EXMARKETPLACE

### About Portale Bambini

Portale Bambini is one of the leading creative art websites in Italy. Reaching over 2 million readers each month, they deliver news, info, creative ideas (school/education tips, kid's crafts, games, stories and more) for teachers, parents and educators.

### Overview

ExMarketPlace is a Google Channel Partner who offers expertise with Google Ad Manager and Google Marketing Platform. They provide products and consultative services to publishers in areas such as growing audience and digital revenue. Portale Bambini is an ExMarketPlace client.

#### AUTHORS:

- **Gracia Odon**  
Audience Solutions Lead, OPG
- **Matt Villacarte**  
Publisher Development Manager,  
NCI, RCI & Google Surveys

## Promoting Digital Sustainability by Driving User Loyalty and Engagement

**Portale Bambini & ExMarketplace use News Consumer Insights to understand its audience, drive user loyalty and optimize ad revenue.**

Using [News Consumer Insights](#), a free audience diagnostic tool that complements Google Analytics, ExMarketplace noticed that Portale Bambini's audience was composed mainly of casual readers who tend to be less engaged and spend less time consuming content on site. So their challenge was, how could they drive casual readers towards becoming loyal readers to improve user affinity for Portale Bambini content, increase content consumption and thus, improve ad revenue?



With a clearer understanding of Portale Bambini's audience, and with an eye towards fostering a positive user experience, the team defined and executed strategic priorities:

- Minimize ads shown to users using [Ad Balance](#)
- Promote relevant content and improve on-site recirculation with [Matched Content](#)
- Drive casual readers further towards becoming brand enthusiasts by promoting newsletter sign-ups to develop stronger direct user relationships
- Gather direct user feedback to inform future optimizations using [Google Surveys](#)

Through the tactics highlighted, ExMarketplace helped Portale Bambini create a site experience that catered to their audience, improving user engagement and user loyalty while also increasing revenue opportunities.

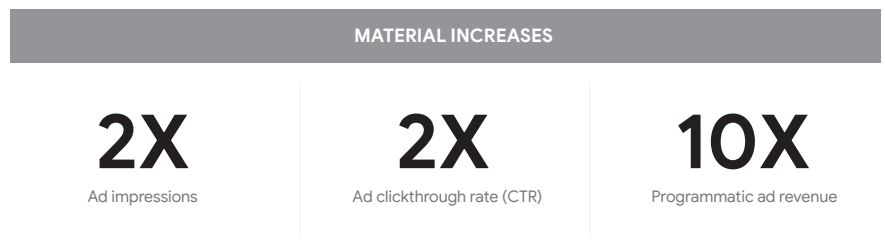
Promote relevant content and improve on-site recirculation with Matched Content.

Newsletter sign-ups to develop stronger direct user relationships.

## The Results

Within the first month of deploying optimizations, Portale Bambini saw increases in user time spent on site. Readers were visiting more often and staying on site twice as long; sessions increased by 7% and pages per session increased by 75%.

After six months, users visiting Portale Bambini were treated with a 20% decrease of ads on site and still the publisher saw material increases in:



“ The NCI framework effectiveness is immediate and evident from the direct actions Publishers can set and measure with the test & learn method. ExMarketPlace is a proud promoter of NCI because it gives priority to the main actors – the users. ”

ANDREA MORA, BUSINESS DEVELOPMENT DIRECTOR & DPO OF EXMARKETPLACE

“ Google NCI has been very useful in developing our business: the framework, along with ExMarketplace know how, helped us improve the number of loyal readers through data analysis and actionable insights. ”

MATTEO PRINCIVALLE, CO-FOUNDER OF PORTALE BAMBINI

## Looking Ahead

Using [Google Surveys](#), Portale Bambini collected qualitative feedback directly from their users to inform future optimizations to drive user loyalty. They deployed survey questions, which covered the quality of content, site speed, the quality of the user's ad experience and user appetite for paid, ad-free experiences.

Additionally, ExMarketPlace and PortaleBambini plan to continue regularly using the NCI framework to understand their audience engagement funnel and identify actionable insights.