

Baby Gaga boosts mobile visits 64% with new mobile site Greater user engagement leads to 50% increase in revenue from mobile



About Baby Gaga

- www.baby-gaga.com
- Online source of educational materials and social support for pregnant women and parents of young children

Goals

- Improve mobile user engagement
- Develop mobile as a channel for business growth

Approach

- Piloted a mobile strategy using a high-traffic part of the website
- Built out mobile site in-house in seven months
- Implemented AdSense for Mobile to monetize mobile site

Results

- 64% increase in mobile visits
- 104% increase in unique visitors
- 82% increase in page views
- 50% increase in revenue from mobile

Since 2004, Baby Gaga has been a popular online source of educational materials and social support for pregnant women and parents of young children. Mobile usage grew in recent years to account for about 40% of total visits to the site – but mobile users viewed fewer pages and spent less time on the site than desktop users.

“It was pretty clear that we weren’t giving the mobile user what they needed, and they were having a bit more trouble navigating the site than people on the desktop,” says CEO Nicolas Halper.

To improve mobile user engagement, Nicolas and his team decided to run a pilot project focusing on their core-proposition and mobilizing only a high-traffic portion of their site: <http://pregnancy.baby-gaga.com>.

New site leads to 64% increase in mobile visits

It took about seven months from ideation to launch for Nicolas and his team to create the new, mobile-optimized site, which is monetized through Google AdSense for Mobile. From the start, results far exceeded expectations.

Two weeks post-launch, the company realized a 64% increase in mobile visits without any cannibalization of its desktop traffic. Unique visitors went up 104% and mobile pageviews rose 82%. The improved mobile user experience also prompted greater engagement and revenue per user, which led to a 50% increase in revenues from mobile.

“We thought if we lost revenue in the short term, so be it. But we found that since switching to the mobile site, while the mobile CPM per page has gone down, the mobile user is seeing more pages. So overall, we are getting more revenue than we used to.”

—Nicolas Halper, CEO, Baby-Gaga.com

More mobile moving forward

Nicolas sums up the business benefits of building a mobile site as: “Increased visitor retention, increased growth, increased revenue and increased potential.” It’s that final word – potential – that he and his team are focused on now.

This includes expanding other parts of the Baby Gaga site to mobile and creating mobile-specific experiences such as smartphone apps and location-based solutions.

As mobile grows to become more of a business strategy, rather than just a revenue channel, Nicolas says he’s thankful they built their first mobile site in-house. “It’s pretty essential that we know how to do mobile, because mobile is going to be a part of everything we do going forward.”

