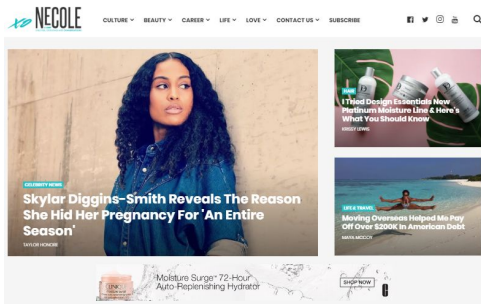


XO Necole partners with SHE Media to increase CPM by 88% and grow the brand across multiple channels



SHE Media
New York, United States • <https://www.shemedia.com/>



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The challenge

Necole Kane's online destination, xoNecole.com, provides an open platform to support, educate, and inspire young women of color through sharing personal stories, discussing culture and politics, and offering relationship and beauty advice. With an empowering mission and a large audience of women of diverse backgrounds, xoNecole wanted to grow their brand and scale the business while maintaining an optimal user experience.

The team looked for an expert to help with the site's monetization and they wanted to use Google products to deliver and ramp up their direct sales efforts. They turned to SHE Media, a Google Certified Publishing Partner with a focus on female content, to brainstorm different ways to achieve growth at scale and reach their goals.

The approach

SHE Media deployed cross-departmental resources to analyze the historical performance of xoNecole's programmatic and direct campaigns, and quickly identified many ways to scale the business across multiple channels. Through the Core Partner Program, xoNecole benefitted from services beyond ad monetization including help with editorial integration, assistance with direct sales and marketing, work on branded content, and opportunities for event participation. The holistic partnership allowed xoNecole to optimize and grow CPM while maintaining their site's user experience while continuously searching for opportunities "beyond the banner."

The results

From June to October 2019, xoNecole's CPM increased by 88% with SHE Media's optimizations using Google ad products. Furthermore, xoNecole benefitted from SHE Media's expertise and recommendations in video, native, content, and direct sales, and saw their overall performance skyrocket from the partnership.

As a member of SHE Media's growing network of content creators, xoNecole now also has the opportunity to be featured in year-round BlogHer events as the company continues to grow and scale.

“SHE Media has delivered a holistic partnership to grow the xoNecole brand. With their deep knowledge of the women's lifestyle space, we appreciate that their platform is highly competitive and they've helped us hone our pitch to the marketplace, grow our audience by optimizing our editorial strategy, and created new revenue and live event opportunities for xoNecole.”

—Alix Baudin, President and COO, Will Packer Media