

40% faster
page load
time

21.22%
increase in
engagement

Increased Google
Bot activity and
improved SEO

50% boost in
impressions in
Google SERP

CHALLENGES

- Increase page views and session time on websites.
- Ensure each website offers an optimal experience for each user.
- Protect and improve advertising revenue.

SOLUTION

- The Quanta platform monitors the website and proactively reports on issues.
- Quanta's Web Performance Gurus on call for ongoing performance optimization advice.
- Real User Monitoring monitors performance from the standpoint of real users

BENEFITS

- A comprehensive view of the web performance across all client websites.
- Ability to easily identify root causes of performance issues and shorten time to resolution.
- Optimal website performance: increased engagement, increased page views per session, lower bounce rate.
- Increased advertising revenue.

melygroup Improves Media Monetization With Quanta

The media group uses Quanta to create an optimal visitor experience and enhance advertising revenue

Founded in 2008, melygroup is an online media company dedicated to millennials. The group's flagship website, melty, attracts more than 20 million visits and 45 million page views per month, reporting on news trends and youth culture. Its sister website Shōko caters to fashion, beauty, film, series, food and travel enthusiasts. Over 1 million readers visit the website every month to discover the latest trends and seek inspiration.

Creating a Successful Advertising Strategy

melygroup's primary source of revenue comes from on-site advertising. Its advertising revenue strategy is impacted not only by the number of monthly visitors on its websites but also the number of pages viewed per session.

"Providing great content to attract and retain visitors is only the start. Our job is to deliver an outstanding experience so that visitors remain engaged and to encourage them to read more content. As a media company, our goal is to maximize pages viewed per session to ensure not only that users remain engaged, but also that our advertising revenue increases," said Bruno Massiet du Biest, CEO at melygroup.

Indeed, the more ads a visitor is exposed to during a session, the higher the media company's revenue from its advertising strategy will be. Any bump in the user journey, such as slow loading, leads to friction and risks cutting the visit short.

Removing Friction From the User Experience

The majority of visitors come to the websites following a Google search. The group had noticed that its sites were suffering from session durations that were trending downwards – visitors would come to the website, read a single article and leave. melygroup needed to give its websites an overhaul.

As CTO at melygroup, Jerome Musialak is in charge of audience acquisition, website monetization, and ensuring an optimal online experience through a reliable infrastructure. Jerome and his team took charge of overhauling melygroup's websites' technical stack.



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Jerome Musialak — CTO at meltygroup

“Our goal was to strengthen the infrastructure and improve website performance in order to enhance user experience and boost SEO. The redesign was an opportunity to review the tools being used and create a solid technology foundation,” explains Jerome Musialak.

Teams That Speak the Same Technical Language

“From the outset, I’ve been in contact with people who spoke my language as a CTO. All of our interactions with the Quanta team have been valuable and productive. Our teams are on the same page. Everything goes faster, not only our sites but also our interactions,” said Jerome Musialak.

Before using Quanta, meltygroup performed very little performance monitoring. Quanta now enables meltygroup to analyze and improve its websites’ performance in granular detail, in particular thanks to Real User Monitoring. This is critical for media sites because every page is a landing page and no single user journey is alike. Furthermore, Quanta’s Performance Gurus are constantly on hand to help with any performance issues and ensure meltygroup gets the most out of the Quanta platform.

meltygroup’s teams are able to improve small details of performance to provide an optimized overall user experience. The team is even able to monitor the performance of its media partners and to help them improve.

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Creating Great Content and an Optimal User Experience

Since using Quanta, meltygroup has improved user engagement on all of its web properties, as well as the number of pages viewed per session. The websites’ SEO performances have also improved with more content being indexed, ranked and trafficked. All of which has had a positive impact on the media group’s advertising revenue.

“With Quanta we ensure an optimal online experience for each visitor. This encourages readers to not only stay longer and engage with more content but to return more often. This increases our advertising revenue and means we can spend more time on our core business –creating great content,” said Jerome Musialak.