

RISING STAR

Philadelphia Magazine Crushes It

One Year Of Success Offering
Best Of Awards Through A
PopMount E-commerce Store



THE GOAL:

To generate revenue and enhance their publication's award season by offering a physical product winners can purchase through their website.

THE RESEARCH:

Boston Magazine, their sister publication, offers award plaques and window clings through an online store.

THE SOLUTION:

PopMount created a similar store online, which was promoted with direct mail and email marketing.

THE RESULT:

The additional revenue they generated through their online store will augment their advertising budget.

52% of all users made a purchase

store sales are **2.5x**
higher than the industry average for direct sales
through an ecommerce store

"We are very pleased with the success of our store. We will set goals based on this year, but we expect next year to be even better."

Top Doctors
#1
SELLER!



Advertiser



Top Dentists



Best of Philly



Real Estate

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