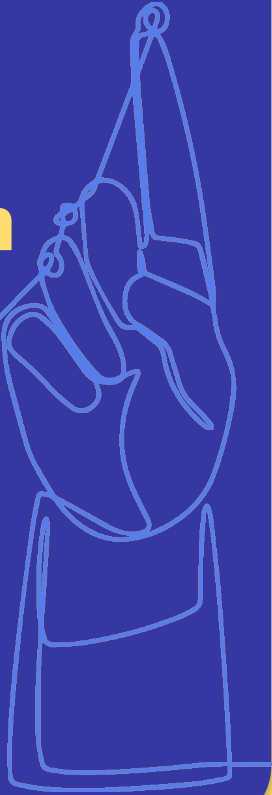




bonbon

Case Studies

20+ Sites,
300%+
Registration
Lift



 **Ranker**

ALLWOMENSTALK


Vacationer

QUEER
FORTY.COM

SOHH

Def Pen

GAYMING
THE HOME OF QUEER GEEK CULTURE


BEAR WORLD
MAGAZINE
CELEBRATING 10 YEARS

LEE BAILEY'S
eurweb.COM
EVERYTHING URBAN + RADIOSCOPE

 **SPORTSNAUT**

... and more!



VOTE ON

WATCHWORTHY

WEIRD HISTORY

#11 SaGa Frontier on The Best New PS4 & PS5 Games

rising & falling **right now**



RISING



#2. James Bond

19 Movie Characters Who Are (Almost) Impossible To Kill

Latest: Really, though, who should play the spy next?



FALLING



#12. Fallout

The Best Video Game Franchises of All Time

Latest: A show based on the games is coming to Prime Video in April next year.



FALLING



#19. Reese Witherspoon

The Greatest American Actresses Of All Time

Latest: She says people like her in "light movies." Is she right?

ranker.com

The Challenge

Grow direct relationships and registrations to insulate revenue from depreciating 3p cookies.

The Solution

Tag-based Identity & Engagement suite used to test 22 different reward value propositions.

The Results

3x registration rate lift with no impact to bounce rates or session depth.

300%+

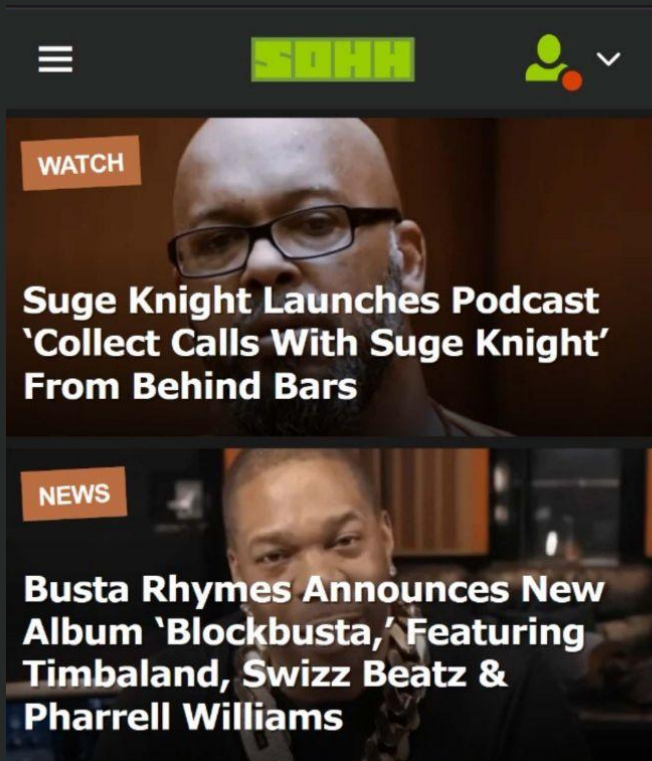
REGISTRATION RATES

1K+

REGISTERED IN
JUST 30 DAYS

“Bonbon was able to triple our registration rates within 2 weeks of our launch with them. There are vendors that get it and act like partners and the Bonbon team is one of those vendors.”

Mike Filliben Coo, Ranker



Sohh.com

The Challenge

SOHH's subscription box only generated a handful of new email sign-ups each month.

The Solution

Enabled one-click SOHH logins while A/B testing several sign-up incentives.

The Results

Increase 'newsletter' sign-ups 1000% per month and doubled Ad CPMs.

1000%+

Newsletter Sign Ups

2x

AD CPMs

“Bonbon’s team and technology have been critical to our mission to increase 1P data, registrations, and ad CPMS, all in a privacy-first way. Without their developer tools, and highly-skilled team, we wouldn’t be able to accept registered users, much less have 10X’d registrations and increased CPMS for those users.”

Felicia Palmer, Founcer/CEO SOHH



LOVE

HOW-TO HANDLE REJECTION LIKE A LADY ...



LOVE

GREAT WAYS TO KEEP YOUR COOL AROUND HOT GUYS

AllWomensTalk.com

The Challenge

Struggled with registrations and engagement with only modest page views per user (1.25 per visit)

The Solution

Registered users with a simple 1-click sign-up process while testing incentives such as donations, gift cards, and sweepstakes.

The Results

Increased Pageviews by 7% with 3x registration rates.

7%+

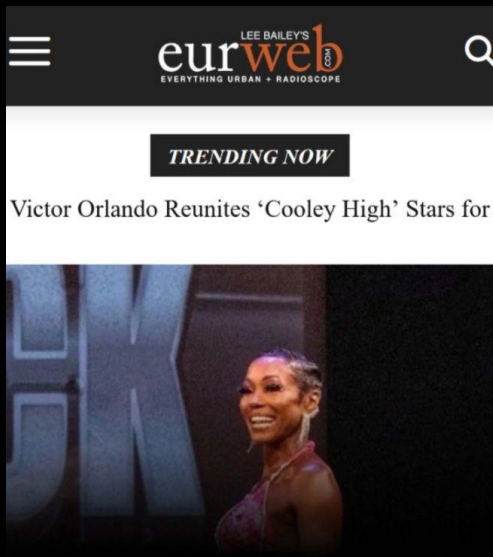
Page views

3X+

Registration Rates

“The Bonbon’s team and product have both been great to work with. With just a tag-integration we increased my 1P registrations and page-views/users, and their engineering, analytics, and product teams truly feel like an extension of mine.”

Slava Kaushan Founder/CEO, AWT



FITNESS

Sheryl Grant: 61-Yr-old Professional Bodybuilder Preparing to Compete for Second Ms. Olympia

EURweb.com

The Challenge

Decreasing programmatic CPMs, and only a 0.05% conversion rate on email registrations

The Solution

Bonbon incentivized users to register and read more, plus added native UID2 integration.

The Results

4x increase in registered users on EURweb, dramatically increasing newsletter sign-ups & Ad CPMs.

2X+

AD CPMS for registered users

4x

Monthly newsletter sign ups

“Bonbon’s team and technology have been key to increasing our 1p data, registrations, and ad CPMs in a privacy-first way. Without their developer tools, and skilled+responsive team, we wouldn’t be able to accept registered users, much less have registered 500 users in under 30 days, and increased CPMs for those users with UID2”

Lee Bailey, Founder & CEO, EURweb.com