



Reaches more business leaders with
the power of its ideas

loomia

Delivering your next best click

Loomia's Content Discovery helps Harvard Business Publishing provide its readers with even more relevant insights

The Challenge

Harvard Business Publishing (<http://harvardbusiness.org>) improves the practice of management around the world. Through its many business units, HBSP provides one of the foremost resources for business leaders of today and tomorrow.

Harvard Business Publishing wanted to help its readers find more relevant insights within its vast marketplace of ideas, and in this way increase readers trust and turn casual visitors into loyal users and valued customers.

The Solution

Harvard Business Publishing selected Loomia because of its simple and lightweight integration and its ability to provide highly relevant recommendations, based on what people are actually reading.

The Results

Harvard Business Publishing has increased results in click-through rates by over 10% using Loomia's content discovery and boosted the number of articles viewed per user visit. As readers discover content they might not have found otherwise, HBP has also seen a noticeable difference in the distribution of page-views. Broader page views help drive advertising revenue, increase reader loyalty, and boost the opportunity for retail purchases.

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Kevin Coyne

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Pankaj Ghemawat

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Kevin Coyne

Staying Focused When Tough Times Are Ahead
Marshall Goldsmith

Recommendations by **loomia**

"Loomia's recommendations exceeded our expectations for improving discovery on our site. Our goal is to influence real-world change by maximizing the reach of our essential offerings – which are ideas. Loomia directly contributes to this by exposing our rich collection of management insights in highly relevant ways. We're excited about the opportunities to leverage Loomia's service to point readers to more offerings and drive additional site revenues in ways that continue to earn their trust."

Rob Roesler, Director of Web Marketing, Harvard Business Publishing