

Success Story

Industry

Online provider of niche content websites

Location

Los Angeles, CA, USA

Key Challenges

- Manage and analyze multiple simultaneous promotions across several different websites
- Continue to develop promotional strategies based on data to determine optimal campaign themes and timing
- Mitigate time spent by internal resources gathering data

Solution



Benefits

Today ATKingdom is able to determine optimal timings for its promotions and mailers due to the data and analysis it receives via FlexStats.

The insights and knowledge gained from the reporting system have helped enable the company to increase its revenues across the board.

Saving Time and Resources while Driving Results. ATKingdom does it using FlexStats.

One of the original mega-site operators, ATKingdom and ATKCash have been in business since 1996. The company has expanded over the years to become the leading provider of niche content websites, today operating dozens of different online properties.

With a strong and established membership base, ATKingdom leverages well thought-out promotional campaign methodologies to keep visitors interested and purchasing content. The company has successfully employed its promotional strategies for more than a decade, and in the process has become an industry leader.

Challenge

Keeping a highly successful operation running smoothly requires access to actionable data, and the ability to use the data to make strategy adjustments or help formulate future plans.

As a CCBill merchant since 2000, ATKingdom is well versed in leveraging the e-commerce and payment processing features available to it. However, analyzing detailed information and results of various promotional campaigns was taking a considerable amount of time and high degrees of manual effort.

Pulling CCBill numbers out of the system to put them into a graph, spreadsheet, or chart involved hours of work. This impacted future planning; since each instance ATKingdom wanted to create a promotion or send out an offer for one of its sites, time to perform the analysis had to be taken into account. Additionally, the online provider of niche content websites wanted to quickly see which past promotions or offers were successful so it could strategize accordingly.

“With CCBill’s FlexStats, I am able to see how campaigns with other companies are doing without the need to pull the numbers and look at it over the length of time the campaign ran. I just pull up the dates and I am aware within moments if the campaign was successful.”

Melissa Campos, Business Development Manager, ATKingdom

Solution

CCBill's FlexStats helps ATKingdom manage the multiple promotional campaigns it may be concurrently running across its sites. By providing access to metrics and data sets through an intuitive user interface and its inherent graphing functions, FlexStats shows the online provider of niche content websites what is working.

Furthermore, FlexStats enables ATKingdom to identify trends and patterns without the need to spend hours of valuable resource time to manually create charts and graphs. This at-a-glance aspect of FlexStats translates into additional time the company can devote to strategy and campaign development.

Benefits

Since it has been using FlexStats, ATKingdom has been able to allocate more time to the actual analysis of data, rather than the gathering of it. For instance, when the last three years of sales and rebills were examined, the company saw what changes made to its websites worked and which had an impact on the bottom line. Additionally, when it looked at an entire run of campaigns from the previous year, ATKingdom identified which mailers were the most effective. Ultimately, this knowledge has led to an increase in revenue across the board for the online provider of niche content websites.

Another benefit FlexStats has provided is the ability to rapidly compare campaigns against one another and perform some A|B testing within set parameters. If one has notably performed better, ATKingdom can make adjustments to strategies accordingly to maximize effectiveness.

Looking Ahead

ATKingdom continues to leverage the FlexStats reporting system to maintain the overall effectiveness of its promotional campaigns and gain operational efficiencies. As it moves forward with plans to utilize additional payment processing features and tools, the company is examining both CCBill's Merchant Connect portal and FlexForms system.

If you would like to see more CCBill Success Stories, [click here](#).

To learn more about CCBill payment processing, [click here](#).

"I feel this reporting system is a must for other businesses. Not only does it show you the sales but it also provides you with your rebills in the graph as well. It is a great feeling to get all of the information you need but then still have enough time in your day to use that information to help the company grow."

Melissa Campos
Business Development Manager,
ATKingdom

CCBill FlexStats

- At-a-glance reporting system featuring a plethora of graphical data for analysis
- Timely and actionable data sets to help facilitate business strategy decisions and campaign concepts
- Customization options to show data from desired timeframes
- Rapid population of data to mitigate excessive information gathering activities and drive operational efficiencies
- Dynamic filtering capabilities for advanced business analysis
- One-click, instant access to dynamic reports for transactions, regions, payment types, trending, currencies, affiliate-tagged sales, and more



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