

34% Uplift in Revenue and 21% Web Traffic Surge through AI-driven Strategy

34%

Revenue Uplift

29%

Visitor Retention Rate

21%

Traffic Increase

x1.5

Engagement Rate

About the Project

Client: LuxFM

Lux FM is a leading commercial radio station, founded in 1994. By maintaining a strong brand identity characterized by humor, energy, and accessibility, it has established itself as a go-to platform for entertainment, offering businesses a highly engaged listener base.



Year of Collaboration: 2024

Industry: Online Media

Challenges

Underutilized Revenue Potential

While the station produces high-quality videos for the website and YouTube channel, the resources required for full video production — such as specialized teams, time, and equipment — limited the ability to generate videos for every news item. As a result, they missed out on monetization opportunities that premium video content could provide.

Short Visits — Limited Content Exposure

The client experienced a solid flow of website visitors but saw the room to extend the average visit duration. As visitors moved quicker than expected, key content pieces did not receive the exposure needed to drive higher interaction, leading to reduced ad performance.

Content Optimization Overload

Due to the diverse preferences of Lux FM's listeners, not all leaned towards consuming content on the website. To meet their expectations and to reach a broader audience, much of the website's medium had to be manually repurposed and optimized for socials, which demanded extra effort and time.

Solutions

Premium Advertising Deals Secured with AI

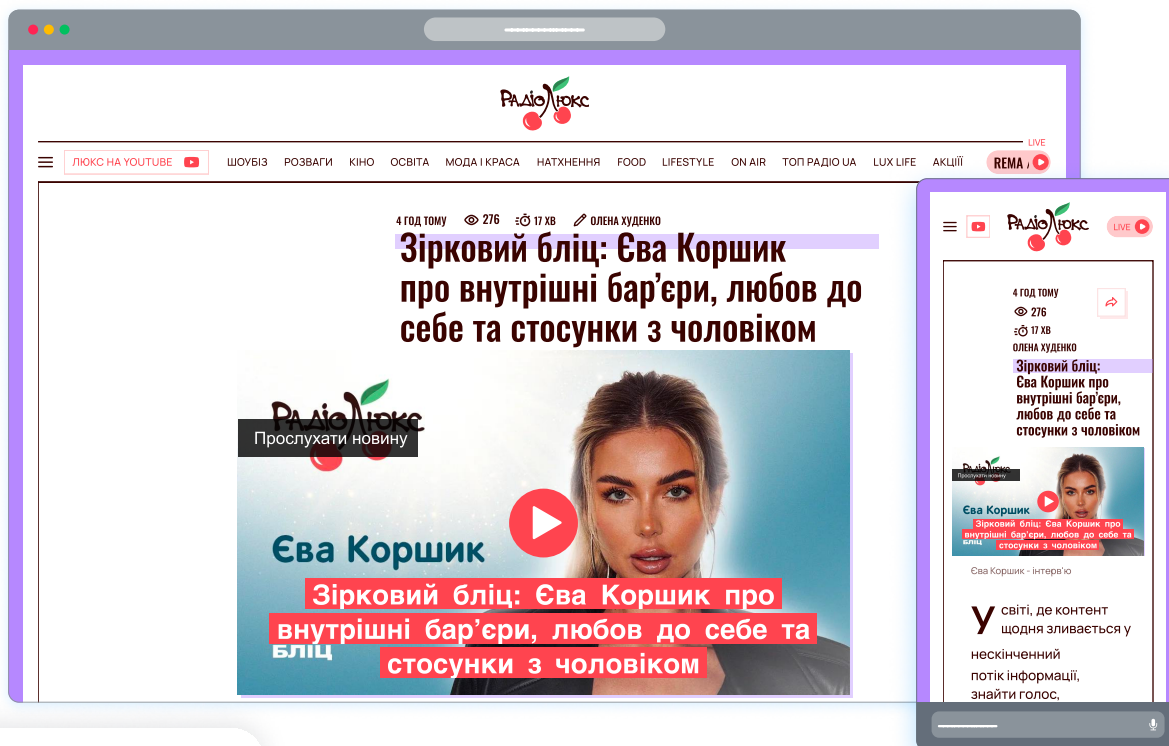
By integrating HeroVideo, our AI video generation technology, the client automatically creates high-quality videos without additional production costs or increased team workload. With more premium video ad placements, they attracted premium advertisers at higher rates. With this strategy, they have already uplifted their revenue by 34%.

Visitors Retained with Smart Content Navigation

To extend user sessions and maximize engagement, we implemented a cross-promotion strategy. Therefore, when a visitor finishes watching a video or reading an article, they are immediately guided to the next relevant piece of content, reducing drop-offs and creating an uninterrupted, immersive experience. This approach improved user retention by 29% and increased ad exposure.

Social Media Exposure Automated

What once required manual effort is now done automatically with just a few clicks. Our AI technology automated repurposing and optimizing website content for social media, thus increasing their brand presence across various communication channels while saving valuable team time and resources. Beyond improving efficiency, our solution helped the client to reach new audiences, driving additional traffic to the website and expanding their readership. The website traffic has increased by 21% and the user engagement rate by x1.5.



Bidmatic Solution on Client's Website

Your site could be the next success story.
Use Bidmatic to start monetizing today.

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