

A Partnership Reset That Drove 2x Growth

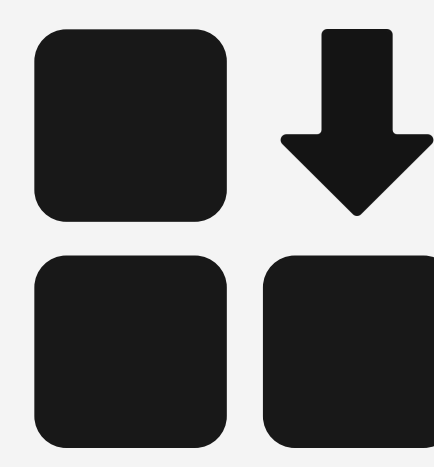
Entrepreneur x stackcommerce

THE CHALLENGE

As one of Stack's earliest publishing partners, Entrepreneur had a long-running relationship with the team, but by 2023, commerce performance and operational strain created real friction.



Limited internal resources to support new revenue streams stretched editorial bandwidth to its limit



Revenue was not diversified enough to support long-term growth



Commerce performance declined as content cadence increased and costs rose

GOAL

Stabilize and diversify revenue while reducing operational strain on Entrepreneur's editorial and business teams

Entrepreneur

RESULTS

One of Stack's first partners is positioned for continued growth

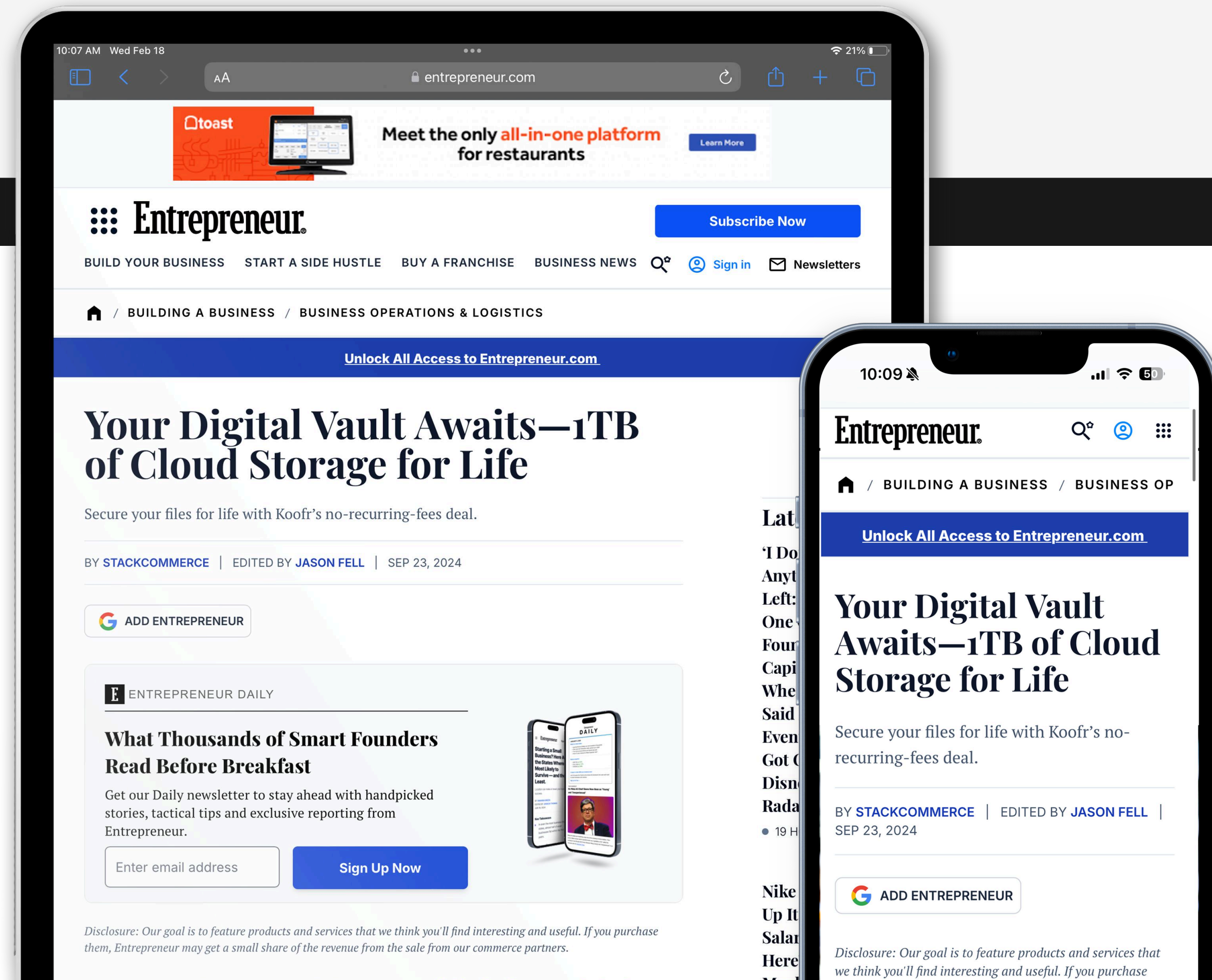
- Media Payouts increased **470% YoY**
- Total Payouts increased **120% YoY**
- Gross Revenue 2024: **\$407,013.49**
- Gross Revenue 2025: **\$438,461.42**
(7% YoY Growth)

Media Revenue

StackMedia **crowdfunding campaigns** drove **high performance** with **near-zero publisher effort**

HOW DID WE DO IT?

- Restructured the partnership to prioritize predictability and sustainability, even at short-term cost
- Designed revenue streams that required minimal publisher lift



COMMERCE & CONTENT EXECUTION HIGHLIGHTS

- We introduce a monthly earnings guarantee across lines of business
- Expanded media efforts, including flat-rate, whitelisting, and paid campaigns
- Reduced article cadence from 14+ per week to ~10 per week
- Supplemented earnings through additional storefront and performance content opportunities
- Waived content fees until the monthly earnings guarantee was met

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We [started working with Stack because we] were looking to expand our brand and diversify our revenue without a heavy lift on our resources.

—Charles Muselli, EVP Growth & Partnerships

TAKEAWAY

Sustainable growth came from Stack adapting first, absorbing short-term tradeoffs to unlock long-term value for the partnership