

# How a Longstanding Partnership Scaled Commerce for a Trust-First Science & Technology Brand

POPULAR SCIENCE x stackcommerce

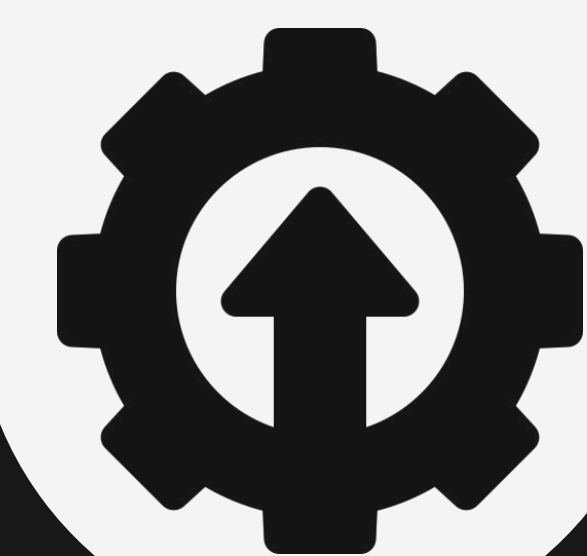
## THE CHALLENGE



Monetize product content without compromising editorial credibility



Serve a broad audience of both experts and everyday consumers



Improve performance through relevance, not volume

### GOAL

Build a scalable, repeatable commerce content program while maintaining PopSci's editorial standards

POPULAR SCIENCE

### RESULTS

**Over \$2M**

net earnings delivered to Popular Science

**\$186,284**

net earnings from a single top-performing product

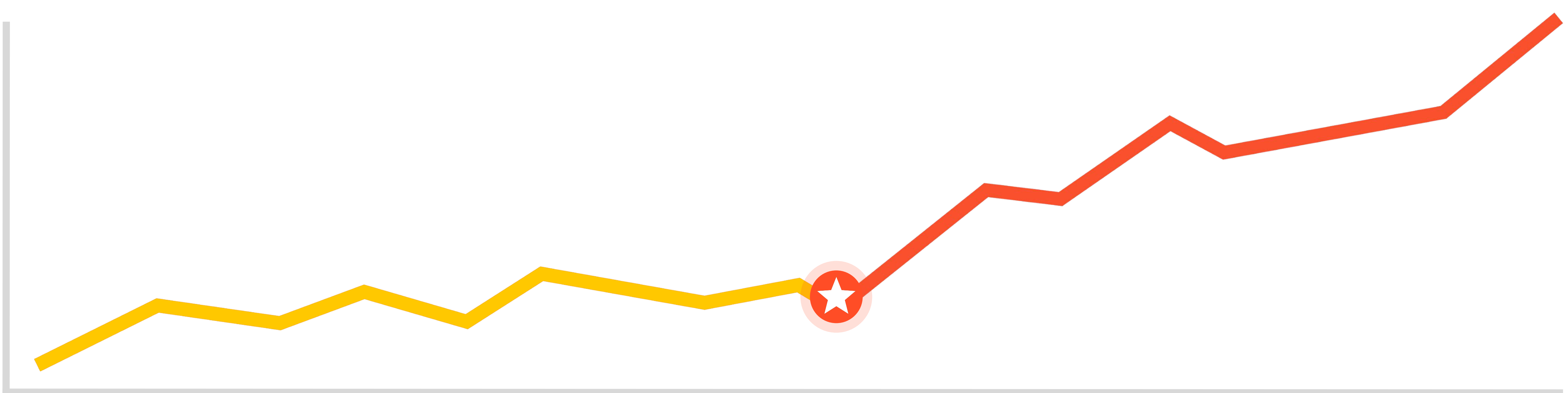
**Nearly \$11M**

in total revenue generated

**264,903**

items sold

Avg Monthly Total Revenue

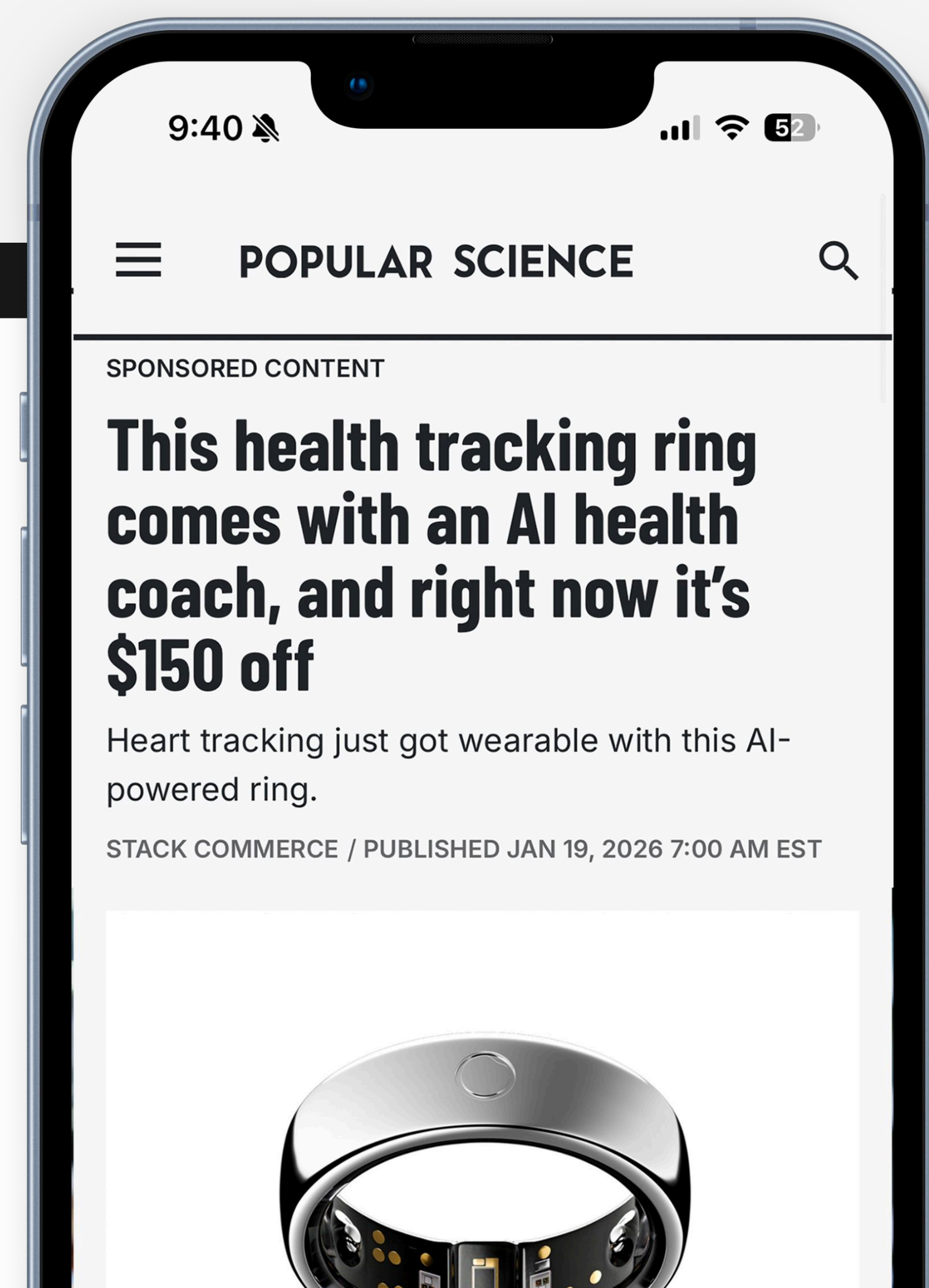


Pre-Optimization **\$40,270.87**

Post-Optimization **\$77,381.41**

### HOW DID WE DO IT?

- Used ongoing testing to inform decisions around article formats, placement, and product focus
- Cadence scaled gradually—from seasonal tests to weekend expansion to 2x daily publishing—once performance data and sponsored labeling aligned with editorial standards



### COMMERCE & CONTENT EXECUTION HIGHLIGHTS



Reduced homepage concentration and aligned commerce content more closely with existing news coverage, easing editorial concerns around proportionality



Narrowed deal curation to tech, gadgets, apps, and software

Prioritized products already familiar to PopSci readers, including telescopes, tracking devices, e-learning, language learning tools, travel apps, and major software brands

#### TAKEAWAY

Commerce works when content and products feel native to a trusted editorial voice