

# One Long-Term Partnership. Distinct Editorial Models. Repeatable Results.

featuring Mashable & PCMag

Ziff Davis x stackcommerce

## THE CHALLENGE



Monetize commerce across brands without diluting editorial trust or momentum



Support distinct editorial environments with a single partnership model



Drive performance that scales without forcing uniform tactics

### Mashable

*Fast-moving, culture-driven newsroom*

#### GOAL

Scale product-driven content without slowing editorial velocity

#### RESULTS

- **+42%** growth rate from Yr 1 to Yr 2 of the partnership
- Earnings grew **2.4x** in first three years of partnership
- Partnership generated its first earnings on **day one**
- **\$0 cost** to doing business

### PC MAG

*Authority-driven, trust-first product journalism*

#### GOAL

Correct early performance while preserving trust with high-intent readers

#### RESULTS

- **87%** YoY growth in 2024
- **82%** YoY growth in 2025
- 2025 earnings = 2021–2023 combined
- Improved SEO performance

## HOW DID WE DO IT?



Editorial alignment first,  
monetization second



Infrastructure that adapts  
to each brand's audience  
and workflow



Optimization over time,  
not one-off wins

## Mashable

- High-cadence commerce content paired with infrastructure built to support newsroom speed
- Continuous product and content testing
- Strategic paid amplification

### TAKEAWAY

Velocity and trust can scale together

## PC MAG

- Tighter product curation focused on high-value offers
- Pivoting to an affiliate model with clear separation of editorial voice and commerce
- Greater transparency around what was being promoted and why

### TAKEAWAY

Trust-first realignment compounds performance