

CASE STUDY:

SimplyShredded.com – The Ultimate Lifting Experience

A little over two years ago, SimplyShredded.com launched a forum community. It didn't work. **An expensive, legacy solution created more problems than it solved.** Ninja Post was hired to save the community.

The potential was there all along. **It just took the right software and the right community management style to bring the forum to life.** Shortly after Simply Shredded joined forces with Ninja Post, its community began to flourish.

Results – 24 months and counting...

- Millions of page views
- Thousands of dollars in revenue
- Growing, vibrant forum community

Why Ninja Post Works When Other Platforms Fail

We are relentlessly focused on achieving a high **participation rate**. No one goes into an empty restaurant, and no one posts to an empty forum.

Therefore, we make it easy to register and we motivate users to participate. **This creates a network effect that attracts more and more users.** Little things add up to make a big difference.

“The goal of the forum is to build a community for members to interact with each other and work together to achieve their goals. Also, it brings in more hits via search engines and this traffic can be monetized to produce extra income.”

*—Tony Folly, owner
SimplyShredded.com*

For more information

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Audience Overview

Aug 1, 2011 - Aug 31, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

100.00% of visits

Overview

Visits vs. Select a metric

Hourly | Day | Week | Month



1,431,891 people visited this site

Visits: 2,360,108

Pageviews: 8,181,437

Avg. Visit Duration: 00:04:07

Unique Visitors: 1,431,891

Pages / Visit: 3.47

Bounce Rate: 62.66%

