



BUSINESS RESULTS

"The Wibiya platform allows us to update and edit our web bar on the fly without the need for development."

"We added Wibiya to our site and our page views doubled immediately"

Babette Pepaj
BakeSpace Founder



Page Views Doubled!

BakeSpace Doubles Page Views & Increases Revenue with Wibiya Bar

ABOUT BAKESPACE

[BakeSpace.com](#) is a grassroots online community created by and for people who enjoy all things food-related. As one of the web's largest social networks for food, BakeSpace enables food lovers all over the world to swap recipes in real time, connect with other foodies, learn from other home chefs and share their passion for food.

THE CHALLENGE

In a highly competitive world of social networks, BakeSpace was seeking a solution to differentiate themselves from the rest. Their objective was to provide an interactive, fun experience for site visitors, while increasing revenue by driving more traffic to their sponsored pages.

THE SOLUTION

BakeSpace utilized Wibiya's free, fully customizable platform to add a Wibiya Bar to their site. The web bar features recommended links to their top recipe pages, helping users navigate through the site's thousands of recipes. It also includes a Notifications app which highlights their latest promotions, thereby increasing traffic to their monetized pages. The YouTube, Facebook and Twitter apps on the Wibiya Bar keep users engaged on BakeSpace's site longer as they share the site's featured content.

RESULTS ACHIEVED WITH WIBIYA

Immediately after adding the Wibiya Bar, BakeSpace's page views doubled due to the users' ability to share recipes through the recommended links and social tools. Additionally, Bakespace was able to significantly boost sales via the Wibiya Bar's Notifications app, which redirects users towards the site's monetized pages.

BakeSpace Notifications Feature:

