

Article **x** Dev**X**

DevX partners with ArticleX to save money on content production costs.

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Presented by
ArticleX Team

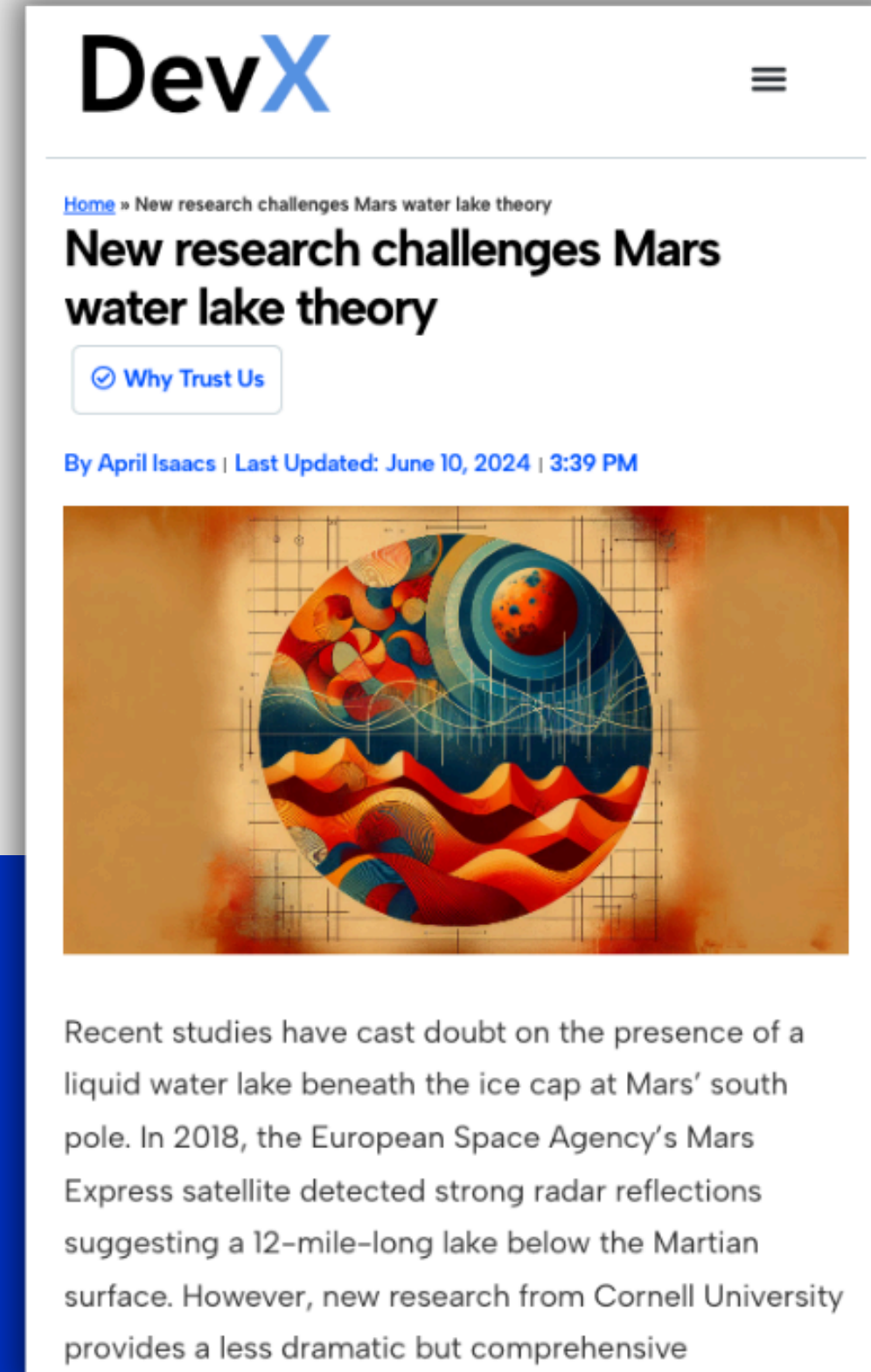
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Company Overview

DevX.com provides news reporting about cutting-edge science, startup funding, and tech entrepreneurship. The site receives around 300,000 / monthly visitors. Their tech-oriented journalist team is always looking for ways to streamline valuable tech insights to the DevX audience.

www.devx.com



The screenshot shows a DevX article page. At the top left is the DevX logo, and at the top right is a hamburger menu icon. Below the logo is a breadcrumb trail: [Home](#) » [New research challenges Mars water lake theory](#). The main title of the article is "New research challenges Mars water lake theory". Below the title is a button that says "Why Trust Us" with a checkmark icon. Underneath that is the byline: "By April Isaacs | Last Updated: June 10, 2024 | 3:39 PM". The article features a large, colorful illustration of Mars with various scientific data overlays, including a globe, a radar scan, and a waveform. Below the illustration, the text begins: "Recent studies have cast doubt on the presence of a liquid water lake beneath the ice cap at Mars' south pole. In 2018, the European Space Agency's Mars Express satellite detected strong radar reflections suggesting a 12-mile-long lake below the Martian surface. However, new research from Cornell University provides a less dramatic but comprehensive

The Challenge

DevX.com, a leading news site dedicated to reporting on groundbreaking science, startup funding, and tech entrepreneurship, found itself grappling with multiple challenges.

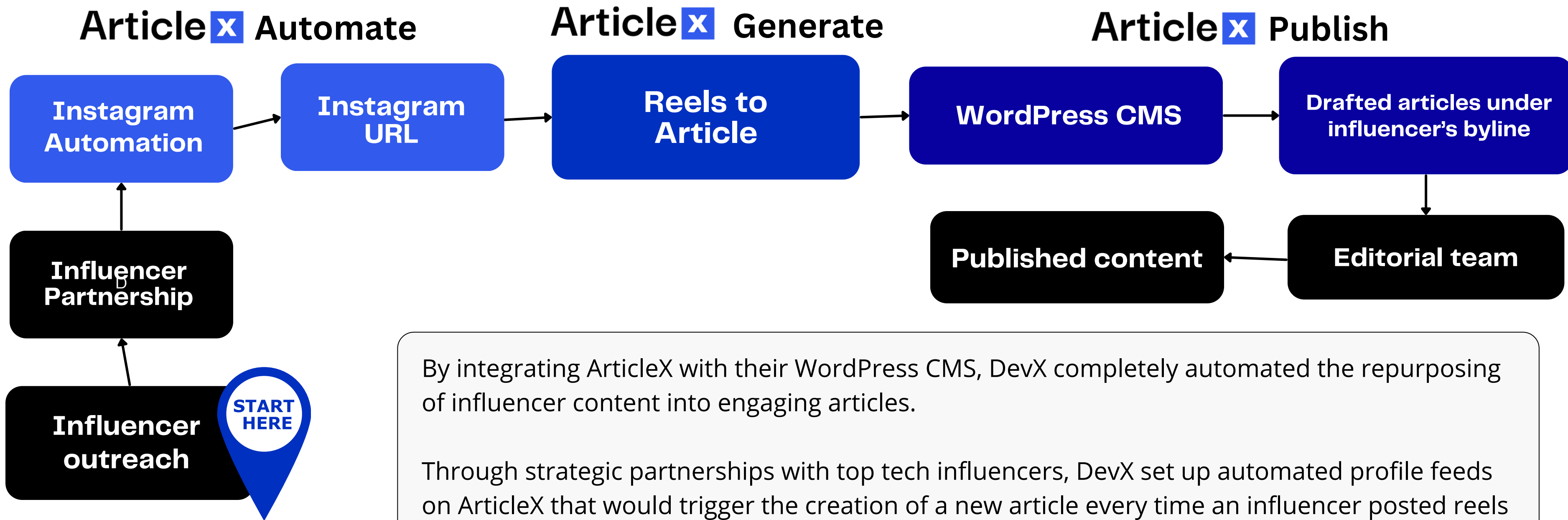
The online publication faced high pre-editorial writing costs exceeding \$3,000 monthly, lengthy content turnaround times surpassing two weeks, significant time investment in managing draft writers, and a limited number of weekly articles due to these constraints.

DevX decided on the need for a solution to streamline its content production process, reduce costs, and increase output without compromising quality. Ultimately, they chose ArticleX.



The Data

- Spending \$3k+/month in draft writing costs. (Pre-editorial)
- Turnaround for article content was two weeks+.
- 5 hrs / weekly + in management-time for draft writers.



By integrating ArticleX with their WordPress CMS, DevX completely automated the repurposing of influencer content into engaging articles.

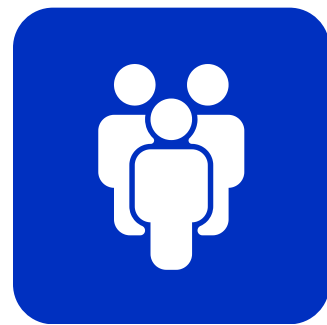
Through strategic partnerships with top tech influencers, DevX set up automated profile feeds on ArticleX that would trigger the creation of a new article every time an influencer posted reels on their Instagram profile. After a generation, the AI automatically embedded the influencer's Instagram reel and delivered the draft straight to DevX.com. This innovative approach allowed influencers to gain boosted exposure/distribution, while DevX benefited from an autonomous steady stream of fresh, expert-written drafts into their CMS.

This symbiotic relationship, made possible by ArticleX's content repurposing suite, resulted in a win-win situation for the influencers and the publication. DevX could efficiently scale its content production without compromising quality, while the influencers enjoyed a broader reach on the publication for their valuable insights.

The Solution

The Results

\$2,100 / monthly savings



Management time decreased 4 hours

Management time dedicated to overseeing draft writers shrunk from 5 hours to less than 1 hour per week.



Draft writing costs significant decreased 70%

Draft writing costs plummeted by an impressive 70%, resulting in monthly savings exceeding \$2,100.



Weekly articles published almost doubled

The number of articles published weekly soared by 60%, significantly increasing content output.

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Try ArticleX free for 7 days.