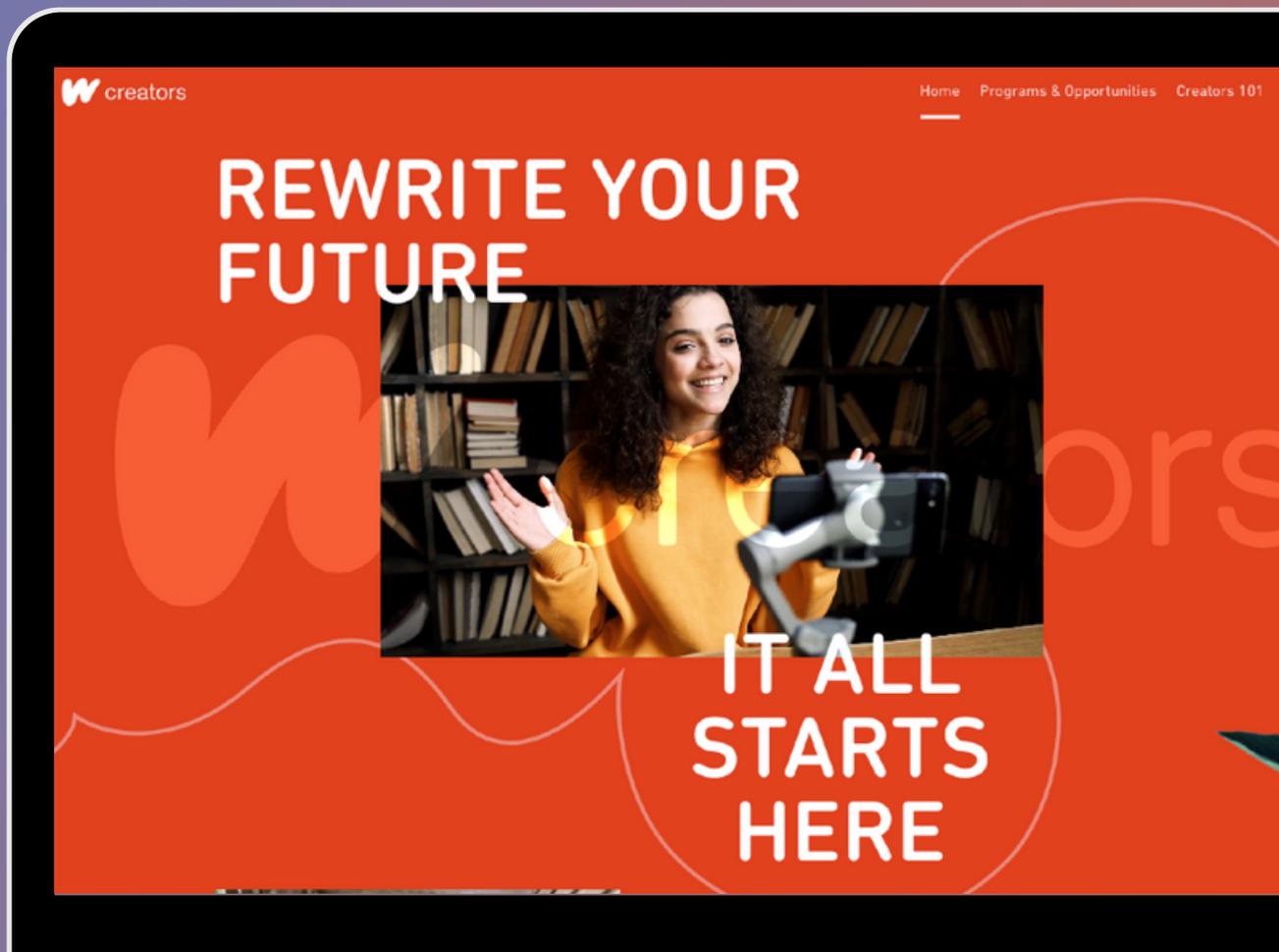# Wattpad generates 63% increase in traffic in one month with Zesty

Wattpad launches creators website & generates 63% increase in pageviews in one month

Wattpad relaunched their writers' portal in 2022 as [Wattpad Creators](#). The original portal was built in-house; everything was hard-coded and changes required engineering support.

Wattpad selected Zesty.io as their content management system. Their goal was two-fold:
- Develop a website that engages creators and retains them on the platform
- Leverage a CMS to allow marketers to operate independently when creating content

Wattpad's agency partner, Bassette Web Solutions leveraged Zesty's dynamic templating framework Parsley for the backend of the site. With Zesty's flexibility, they structured each page's schema to mirror its design, using consistent naming conventions to aid content creation. The Wattpad marketing team can now update content, build new pages independently, and launch them on a timely basis.

In just one month, the Wattpad team saw astounding results. Compared to June, July saw:
- 63% increase in pageviews
- 58% increase in users
- 66% increase in sessions

"Zesty's CMS has been a game-changer for our team. Using Zesty for our revamped Creator Portal has allowed our team to have full control of the site, including the ability to make quick updates and build out posts on an incredibly user-friendly platform. We're excited about the launch results and to use Zesty to continue to grow and engage our creators!"

- Ashley Posluns, Content Marketing Manager at Wattpad