

Infobae: Developing exponential audience growth via innovation and quality journalism with Arc, Powered by AWS



Executive Summary

Founded in 2002 by lawyer, journalist and media entrepreneur Daniel Hadad as one of Argentina's first digital-only news outlets, Infobae has experienced exponential audience growth since moving to Arc Publishing in 2016.

While Infobae has launched multiple new content verticals, focused on subjects as diverse as the economy, gaming, and sports, their digital audience has exploded to more than 140 million unique visitors per month. This growth was presented as a challenge to enhance performance and speed to improve the experience of Spanish-speaking users and readers who obtain quality journalism through Infobae.

In order to improve performance, Infobae rebuilt their sites on Arc's next generation rendering layer, PageBuilder Fusion. As measured by Google Lighthouse, site performance metrics more than doubled after the launch of the new site.

A Good Problem to Have?

When Infobae first launched on Arc in 2016, the site buildout was completed in just three months, and traffic more than doubled in the first year. Accustomed to moving fast, Infobae continued moving full speed ahead opening numerous bureaus outside their Buenos Aires headquarters, from Montevideo and Mexico City to Miami and New York. In late 2019, Infobae launched new content verticals in gaming and the economy, helping to fuel major traffic growth.

18 years after its founding, Infobae's growth was truly meteoric, as the site was first in Argentina, second in Mexico, and in the top ten of every Spanish speaking country. Year over year, from March 2019 to March 2020, Infobae's traffic rose 61 percent in Argentina, 177 percent in Chile, 198 percent in Colombia, 459 percent in Mexico, 166 percent in Peru, and 212 percent in Spain. By the spring of 2020, the site was recording more than 140 million unique monthly visitors and more than 1 billion pageviews.

Rebuilding in React

Four years after its initial buildout, the site was showing its age. While SEO still performed highly, the website could still improve its accessibility and performance metrics. As the coronavirus pandemic wreaked havoc across the world, Infobae's readers needed the site more than ever, and Infobae's executives knew it was time for an update.

About Infobae

The Infobae logo, consisting of the word 'infobae' in a white, lowercase, sans-serif font, centered on a solid orange square background.

Infobae is one of the most widely read Spanish-speaking news outlets in the world, thanks to its exponential growth in Latin America.

Founded in 2002 by lawyer, journalist and media entrepreneur Daniel Hadad, Infobae produces quality journalistic content from an organization with newsrooms and correspondents based in Buenos Aires, Miami, New York, Washington D.C., Mexico City, Bogotá, Madrid and Montevideo.



Working with Arc, Infobae.com underwent an invisible overhaul. When the Infobae site went live on Arc four years earlier, the original site had been built on JSP. Since then, ARC rebuilt its rendering engine around React.JS.

Leaving the successful site design untouched, the Arc team proceeded to refactor Infobae's site code into React, allowing for numerous architectural improvements, particularly in the areas of site performance, SEO and accessibility.

Immediate Results

The improvements were both major and immediate. Site performance, as measured by Google Lighthouse, improved by 98 percent, and SEO score improved from an already good 83 to an eye-popping 99 points out of 100. Accessibility improved by more than 90 percent. These metrics demonstrated to Infobae leadership that their site was ready to welcome more users than ever, and to keep bringing them back for many visits and many years in the future.

“Our strategy is to offer journalism that surprises, excites and makes you think. We work every day with passion and professionalism to improve the quality of the journalism we offer and to innovate the ways in which we reach our audience,” said Daniel Hadad, founder and CEO of Infobae. “In Arc, we have a partner with a committed team, efficient tools, a secure platform and products that evolve quickly. This allows us to start the decade by expanding the Infobae newsroom in Latin America and launching a significantly faster version of our site.”

About Arc Publishing

Arc Publishing is an award-winning, state-of-the-art digital platform and suite of tools that's engineered to meet the demands of modern publishers, brands and broadcasters around the world, providing a competitive advantage enhanced by a set of sophisticated machine learning and AI-powered tools. Built by The Washington Post, Arc has powered the digital transformation of clients both large and small across the globe, currently serving more than 900 million unique visitors monthly. At its core, Arc is about speed and innovation: for readers, newsrooms, brands, advertisers and developers.

