Lease a Website to Win at Treatonomics

Category: Websites Blog
March 21, 2026





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- Projects
- Blogs
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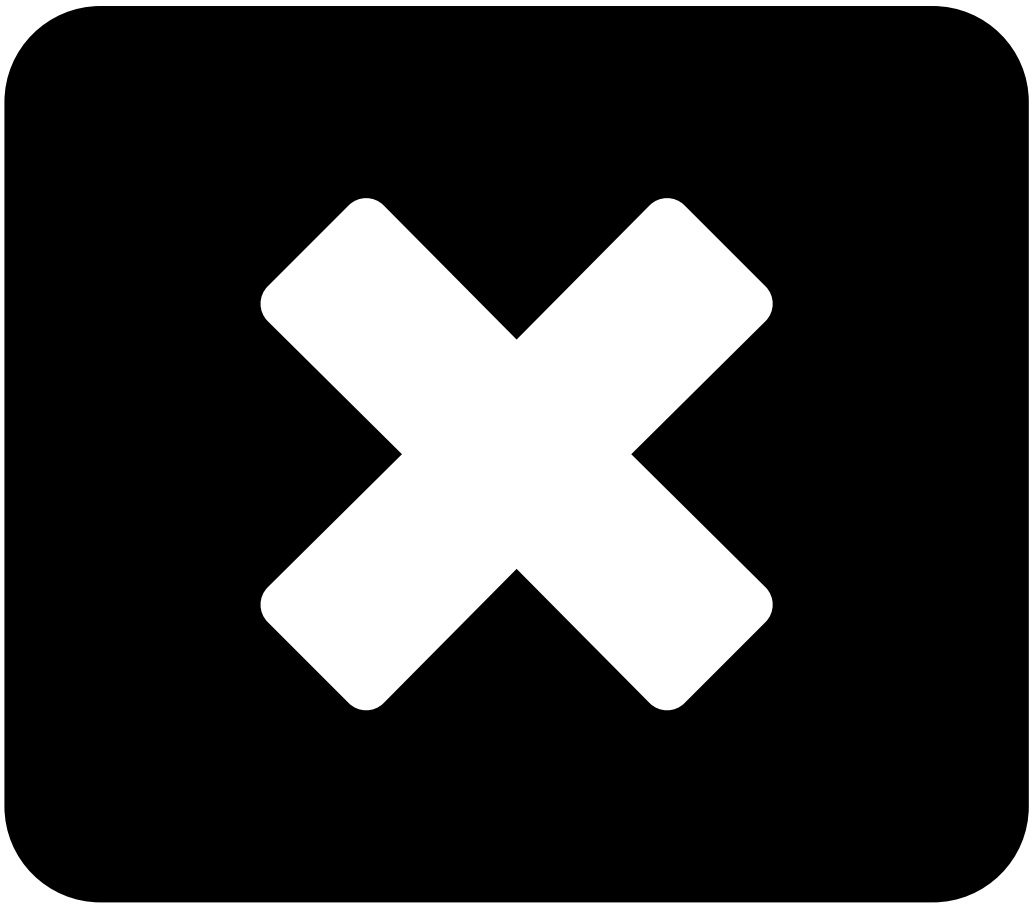
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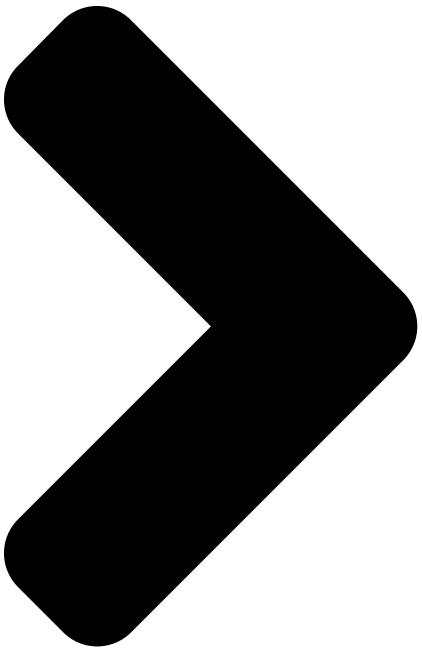
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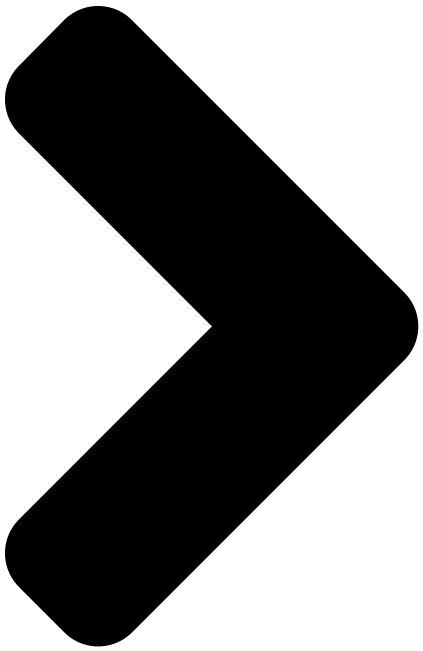


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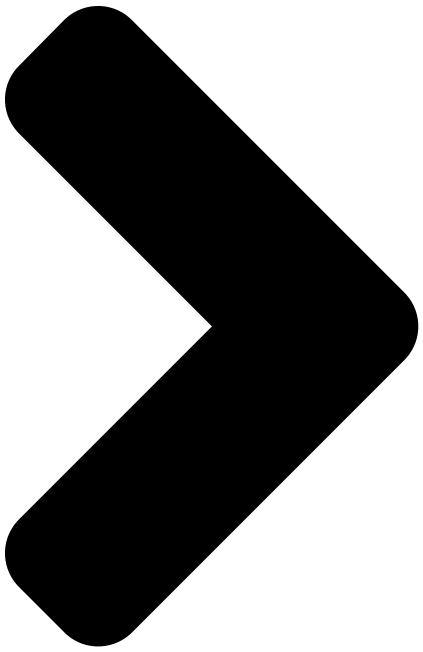
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OUR PARTNERS











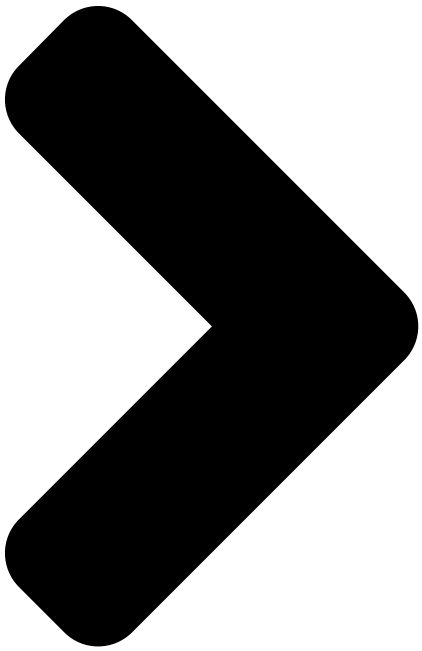


Trending Topic

Publicity

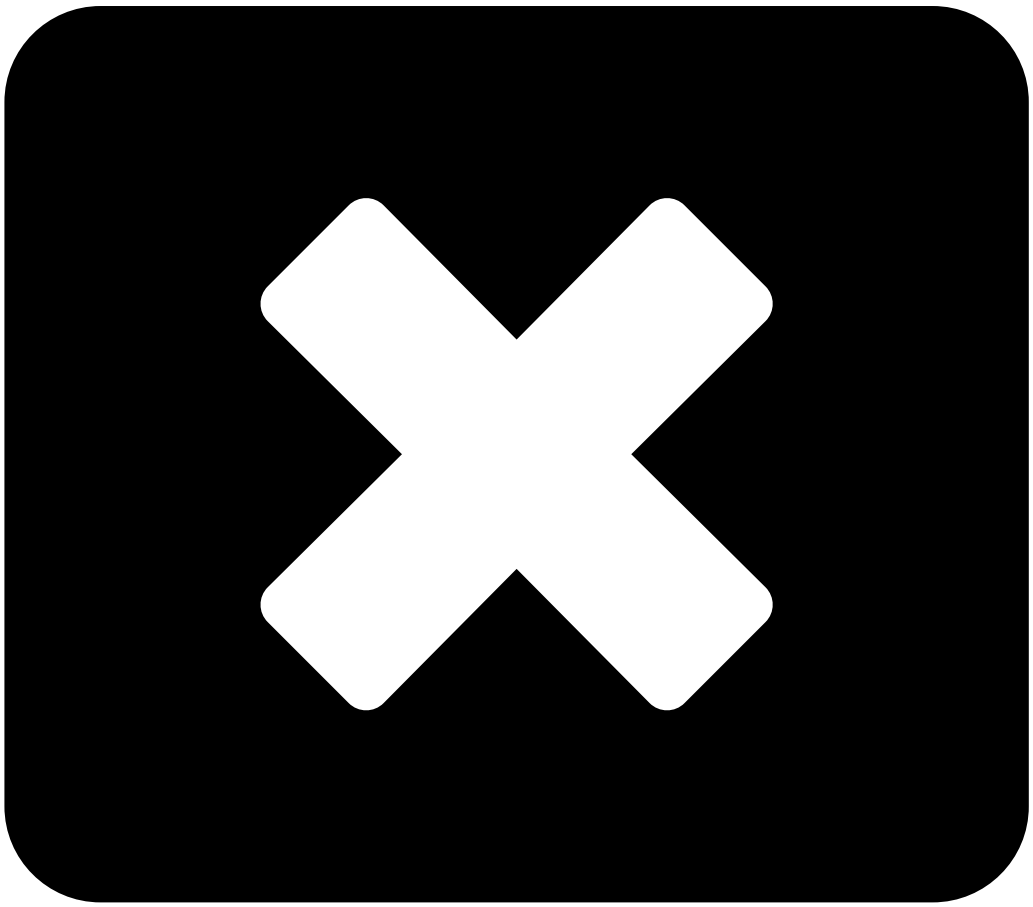
Reach out



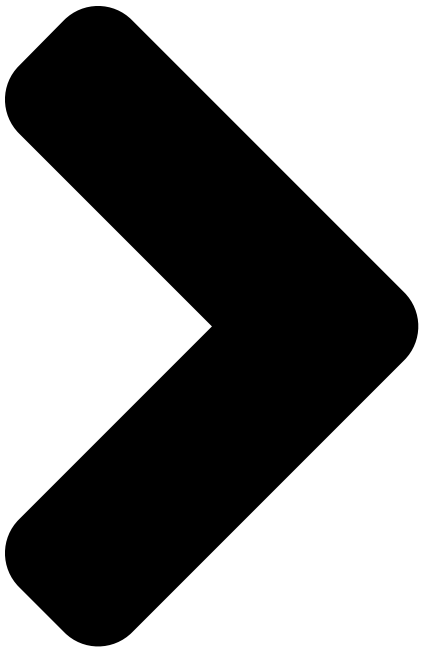


Some projects

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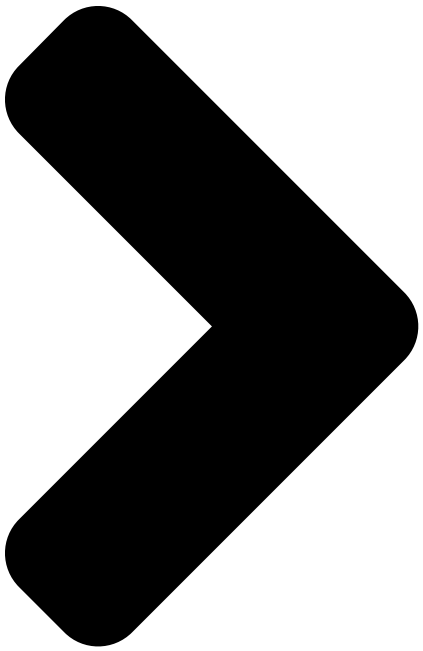


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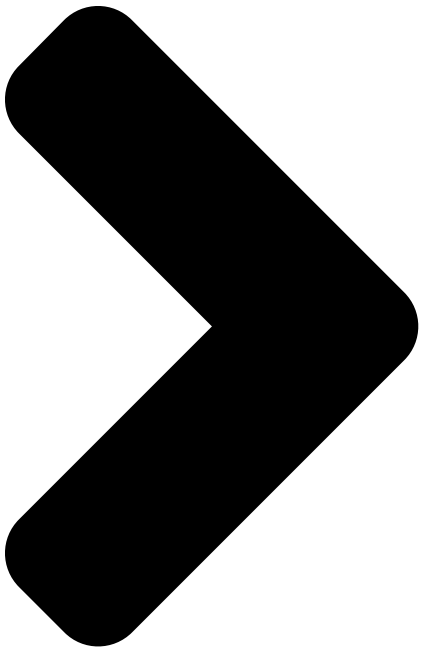


Services

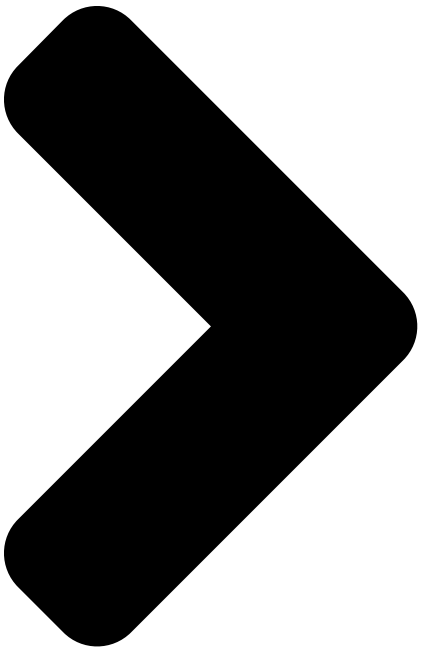
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Web Design & Development

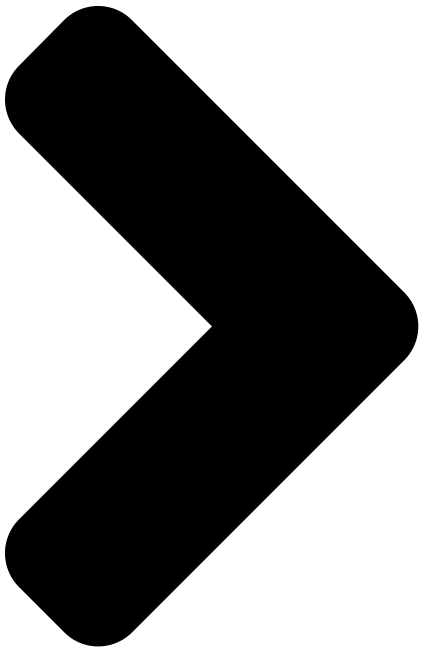


- Hosting
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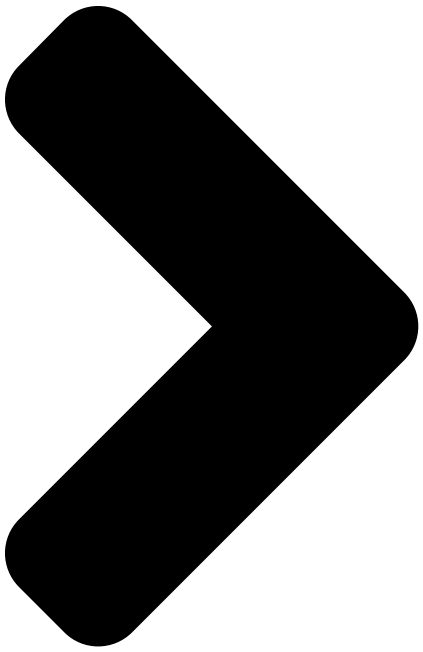


SEO/Ads/GMB/Speedup/Plugins/Technical

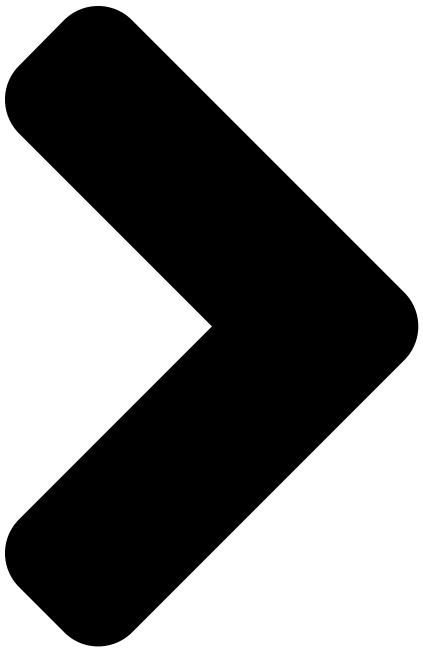
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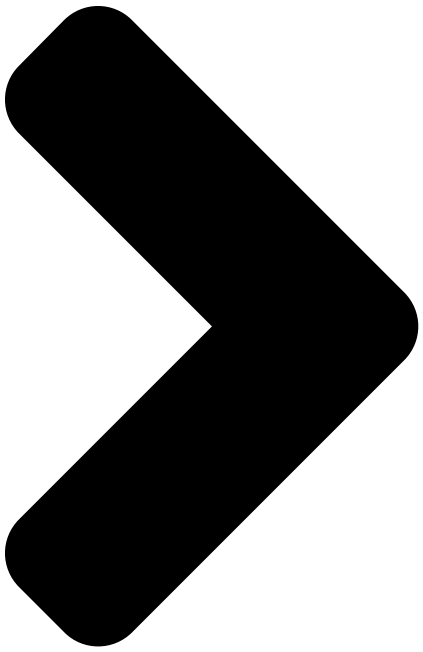
App Design & Development



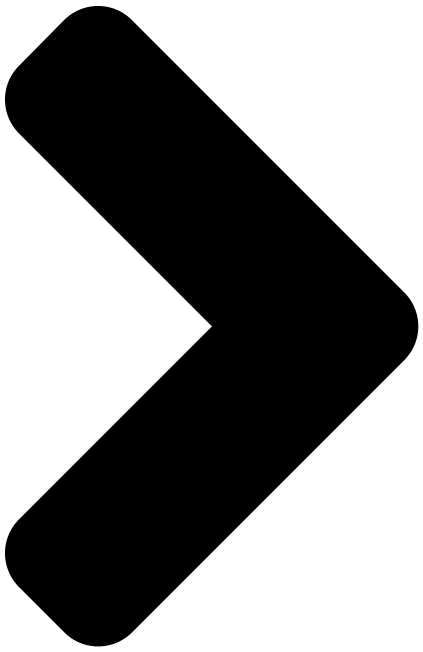
AI Agents



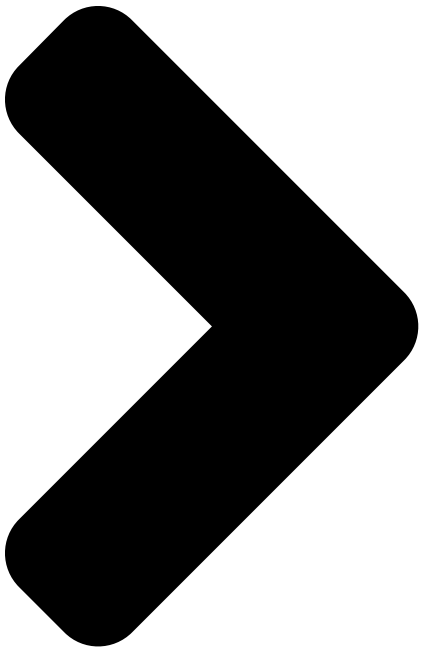
- e-Commerce
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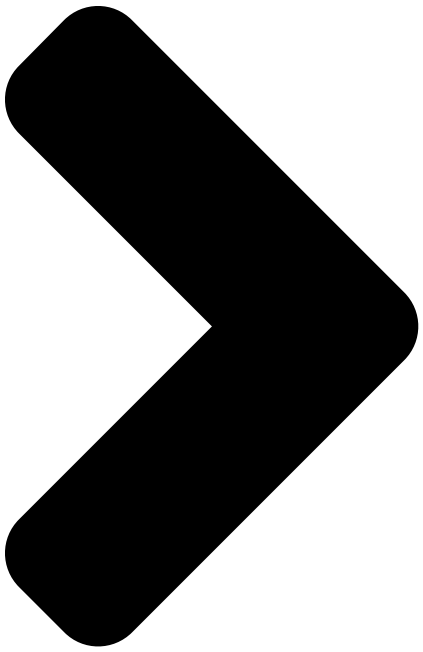
- Branding



- Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

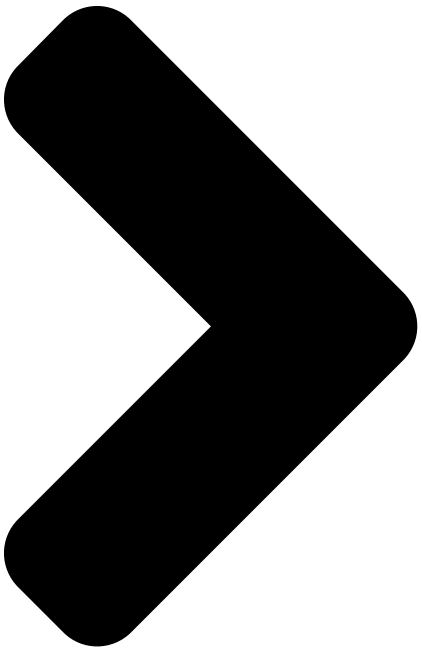


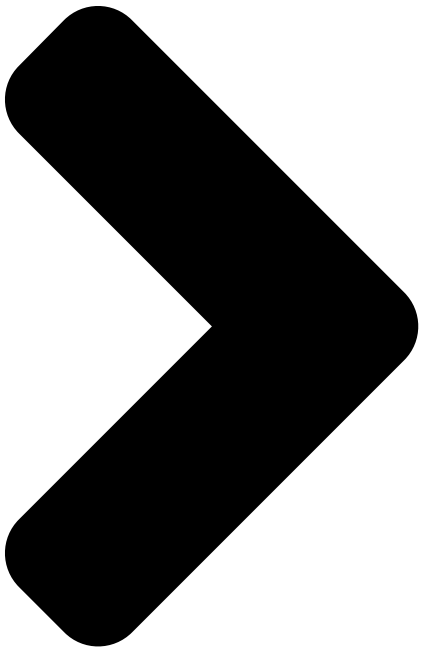
Photo- & Videography

Trending Topic

Publicity

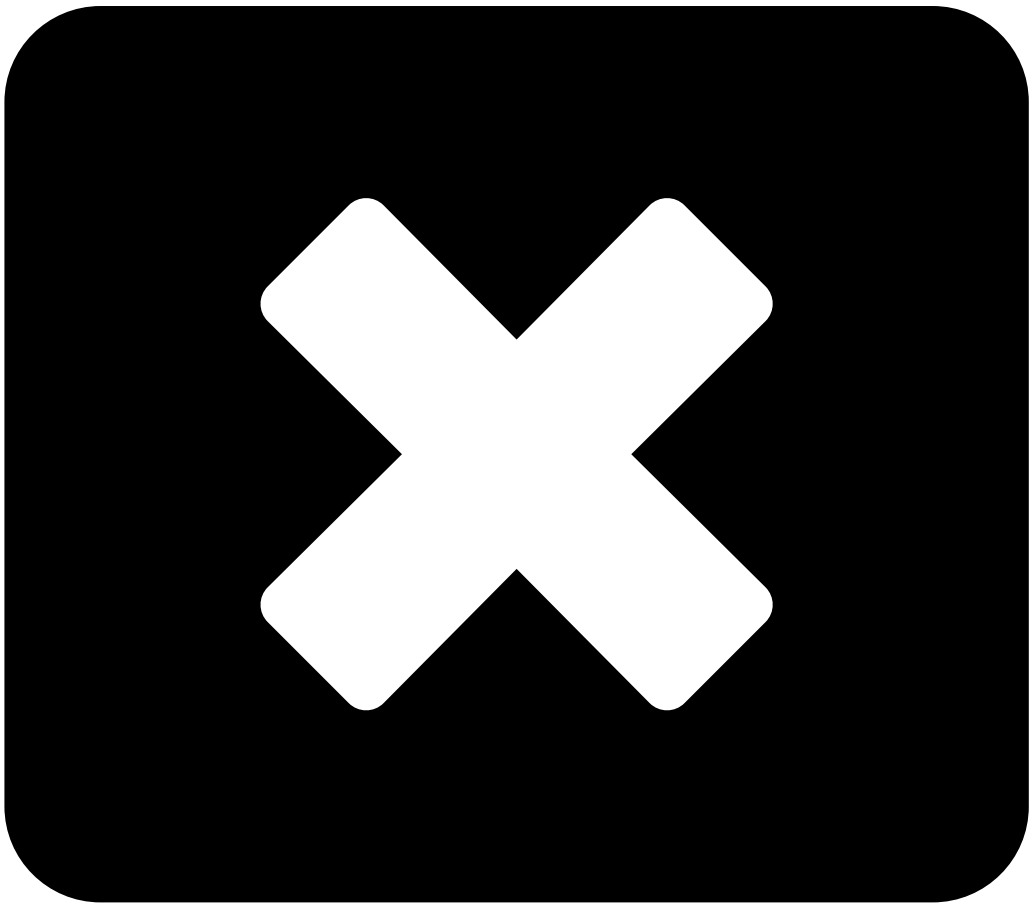
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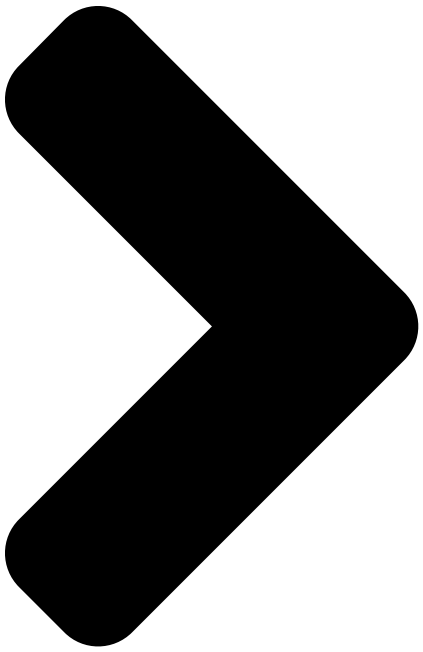


The way we work

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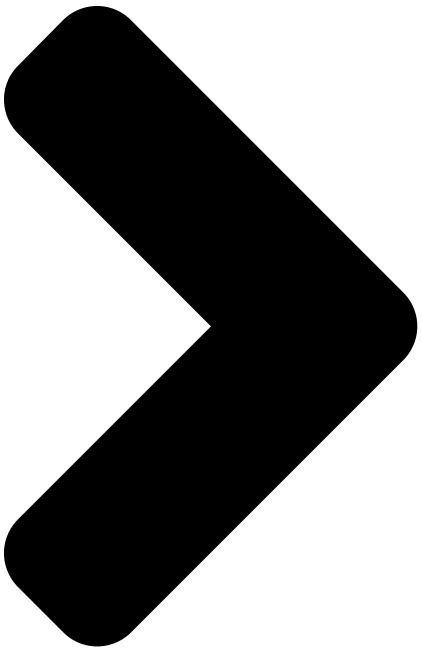


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Realized projects

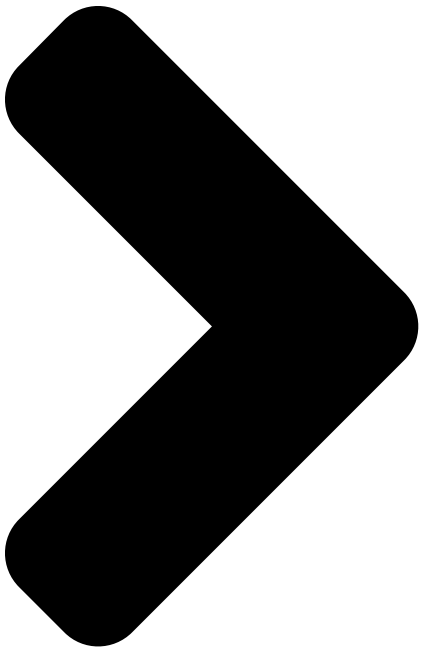
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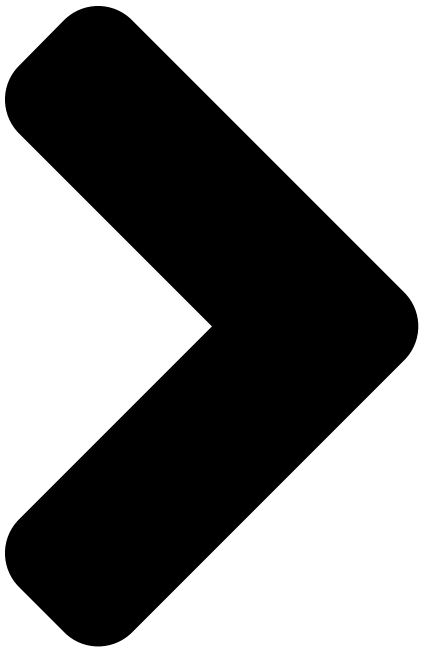
Calculate now your project price

Useful information

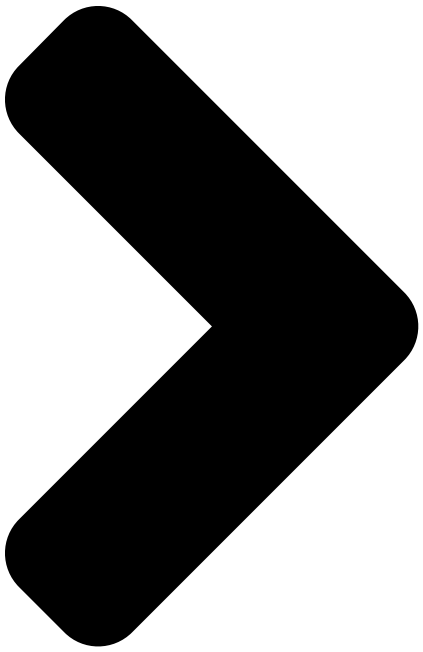
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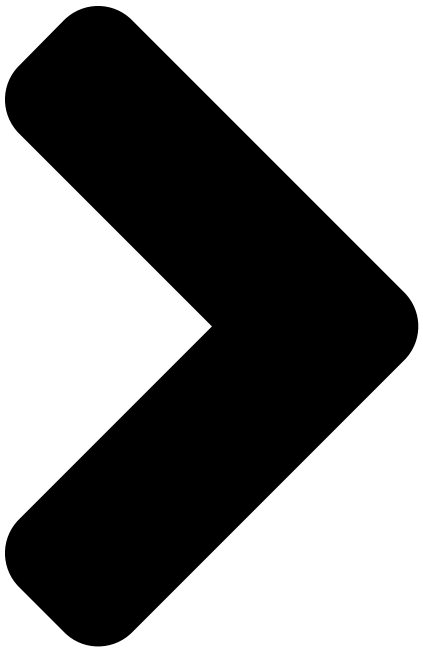
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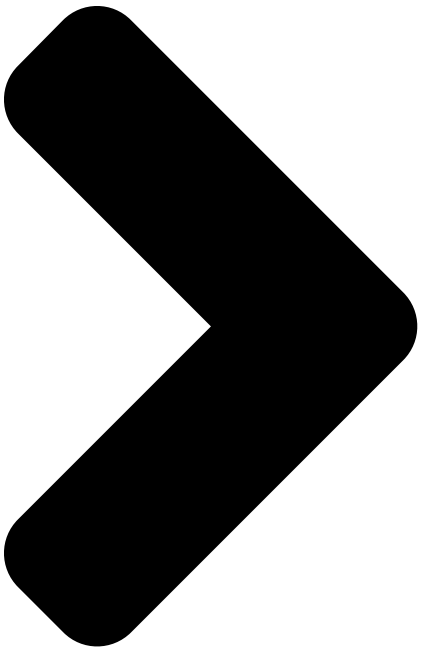
Jobs @ TSI Digital Solution



- Hosting at €75/year



- WordPress plugin TSI Visitor Blocker



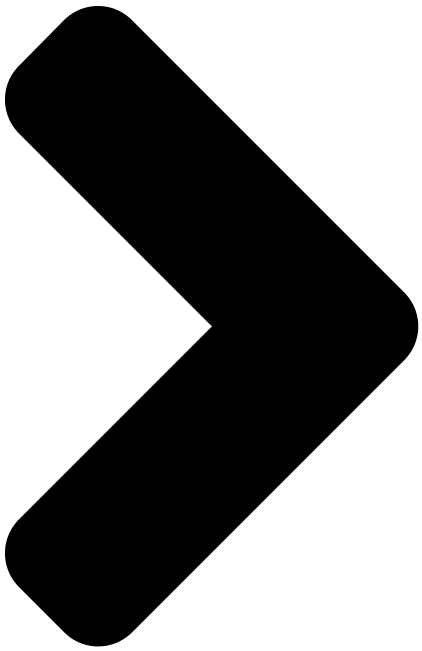
WordPress plugin TSI Careers

Trending Topic

Publicity

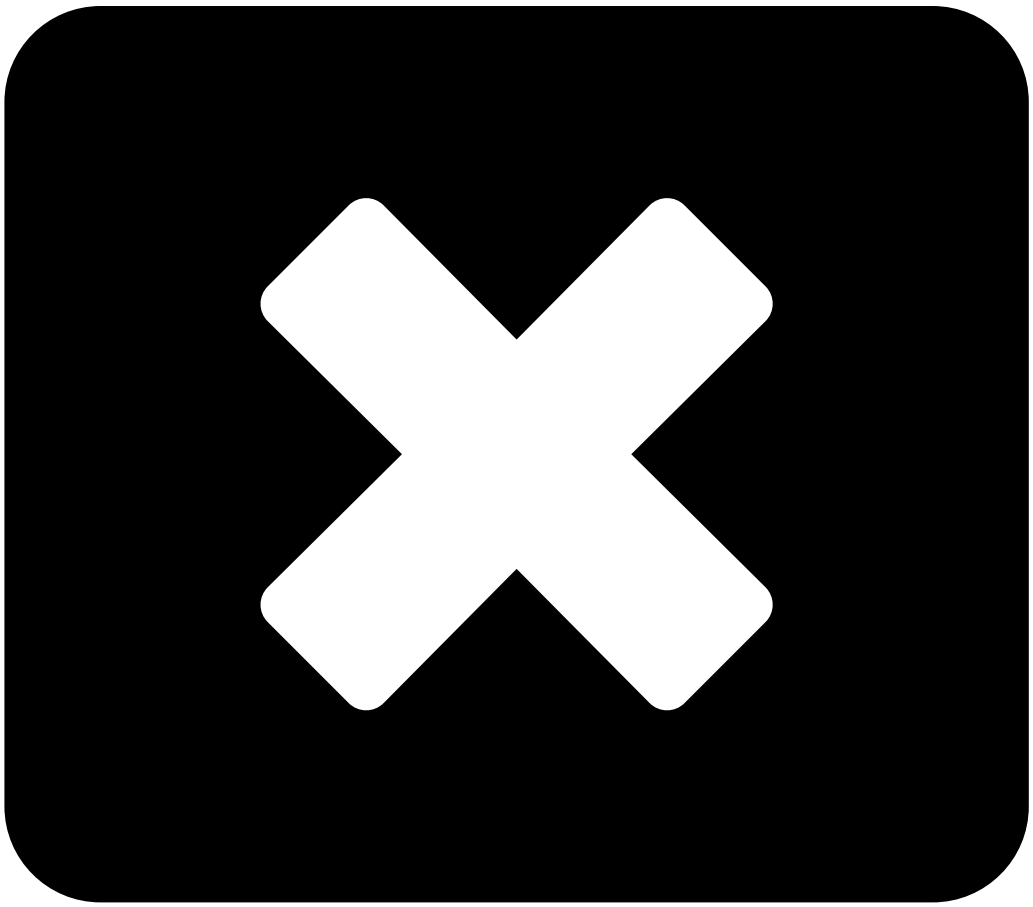
Interesting stuff to read


Digital Solution

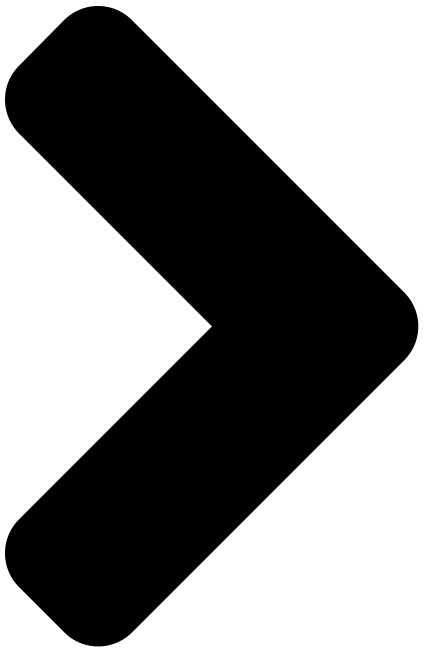


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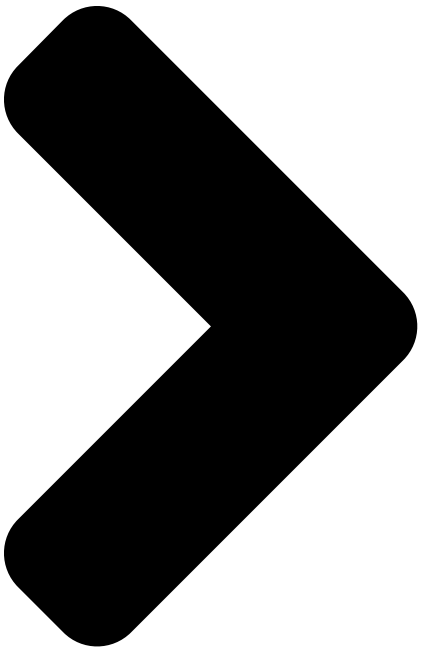


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Blogs

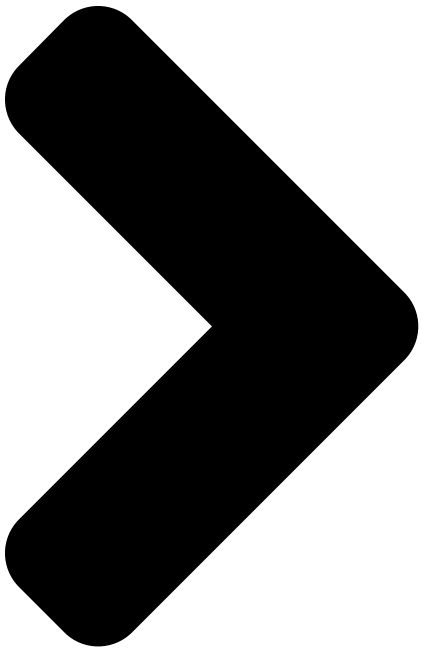
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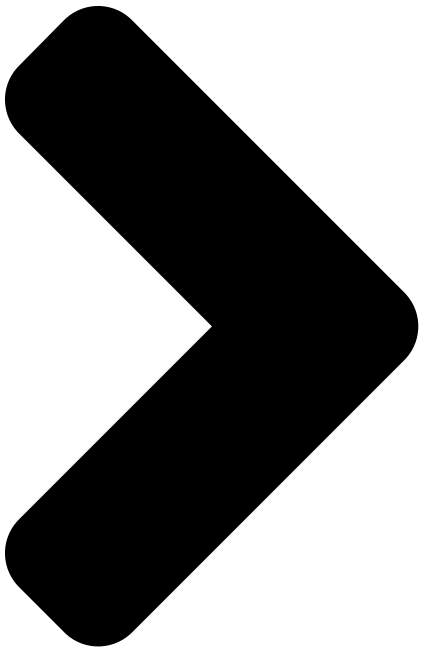
Receive a personalized, detailed estimate online

Some weekly posted topics

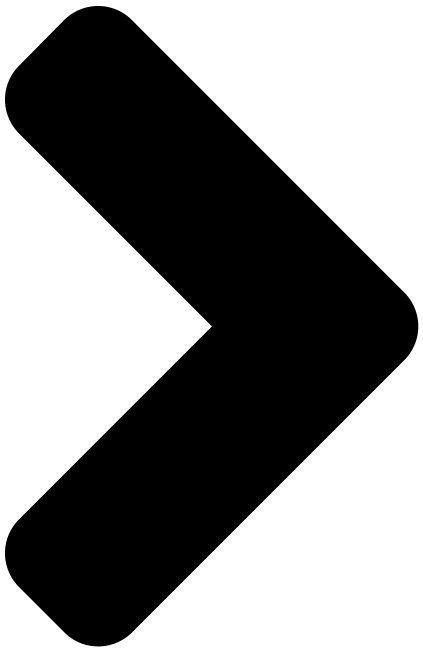
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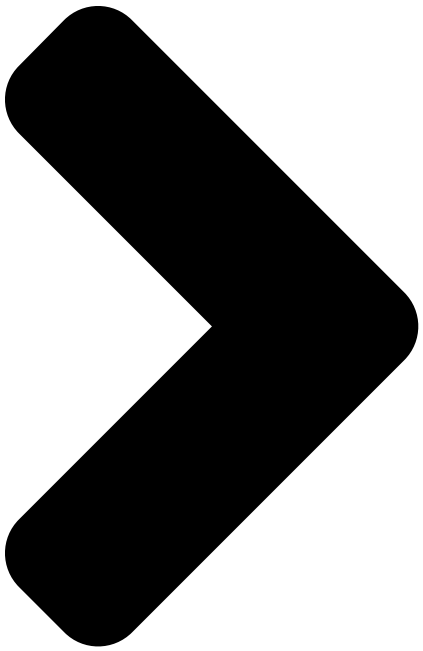
- Cheap Website vs. High Performance



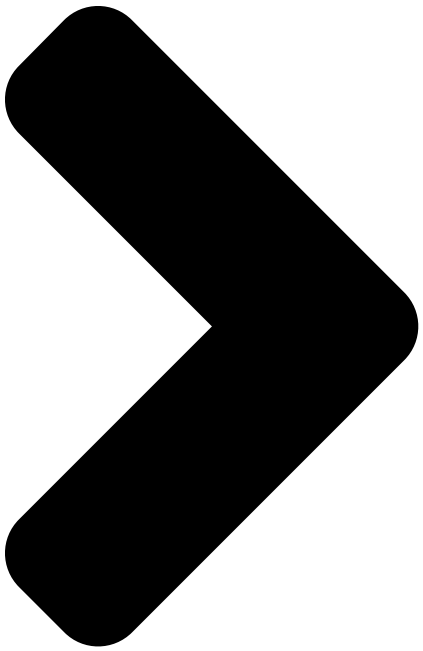
- What Is an AI Agent?



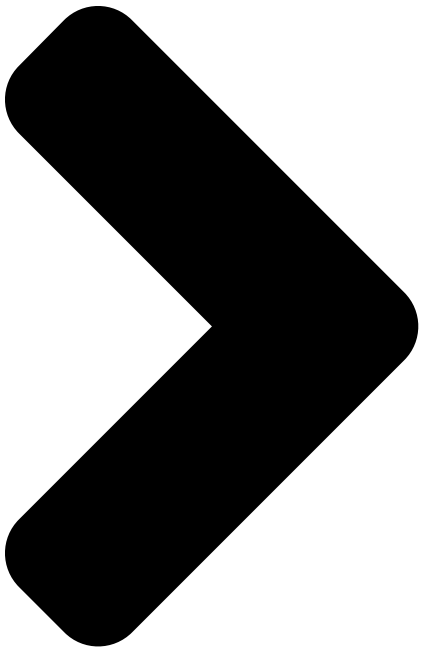
Client Communication in Digital Marketing



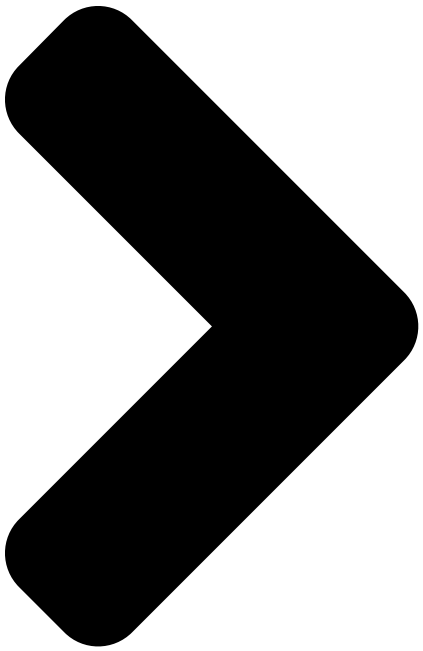
- Human Made Websites vs AI Websites



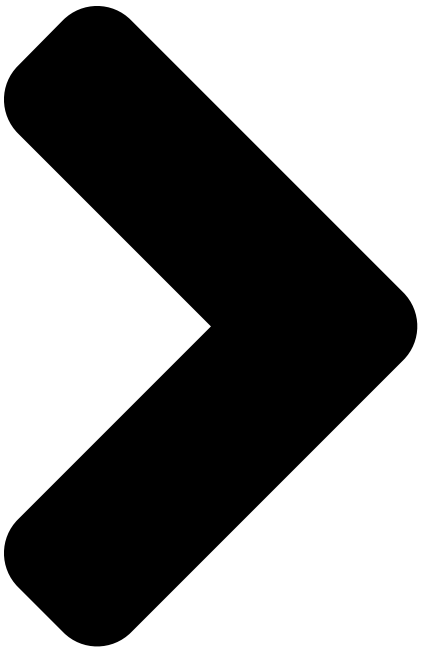
Your Digital Marketing Ecosystem Explained



- Mastering Answer Engine Optimization (AEO)



- Beware the Template Trap

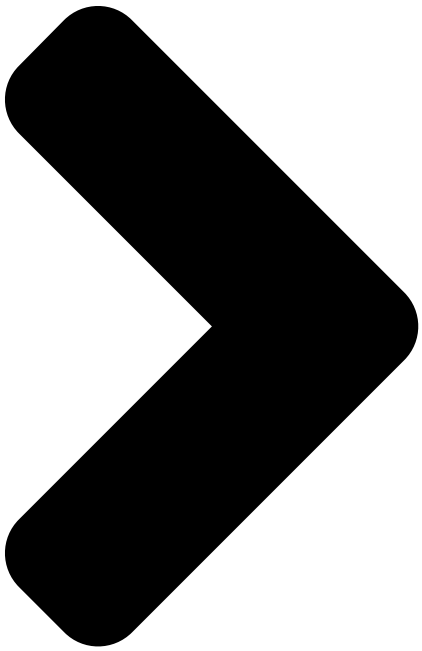


NWOW: Results Matter, Not Presence

Trending Topic

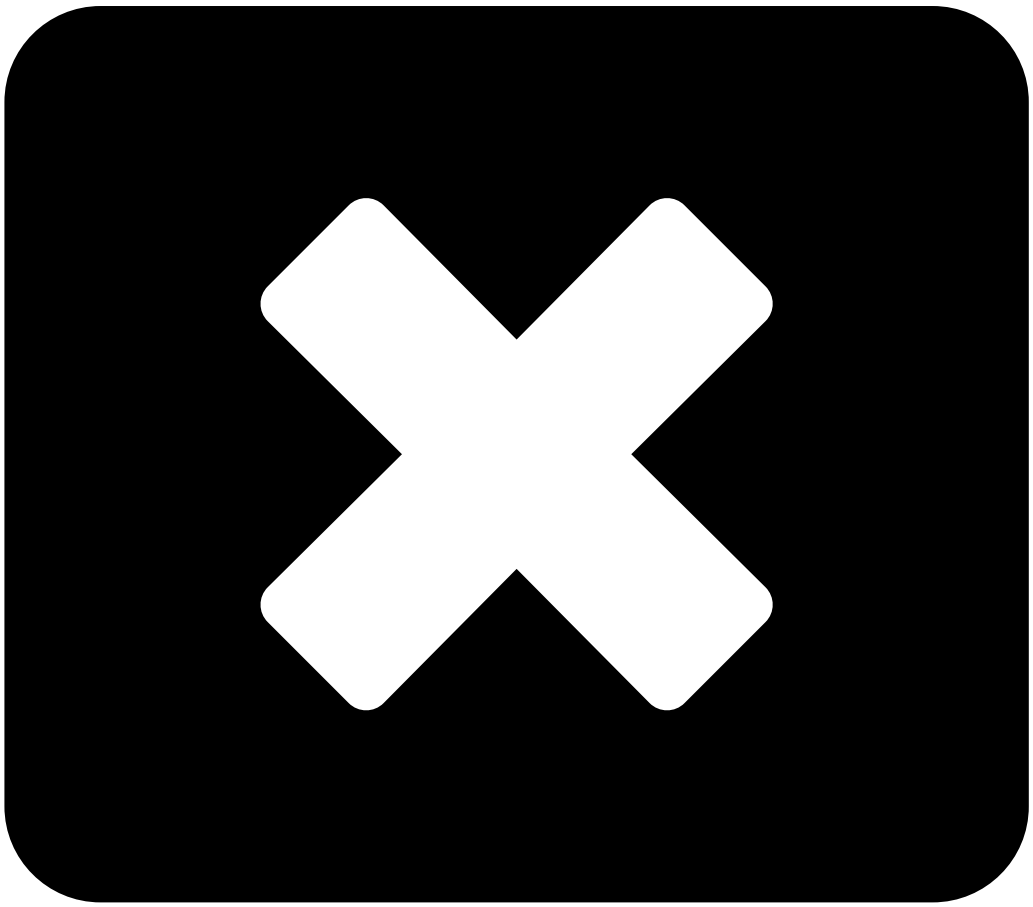
Publicity


Digital Solution

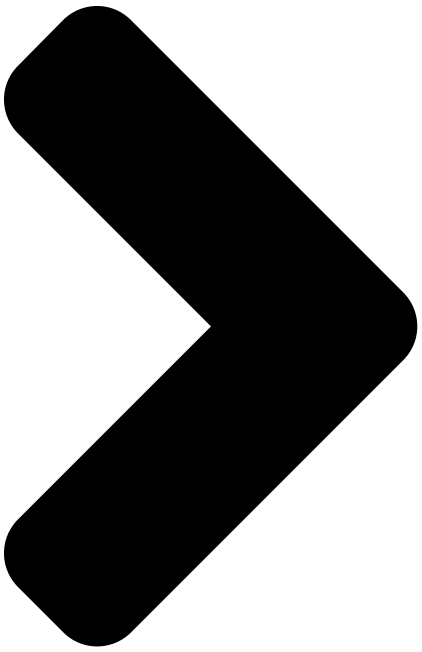


Who we are

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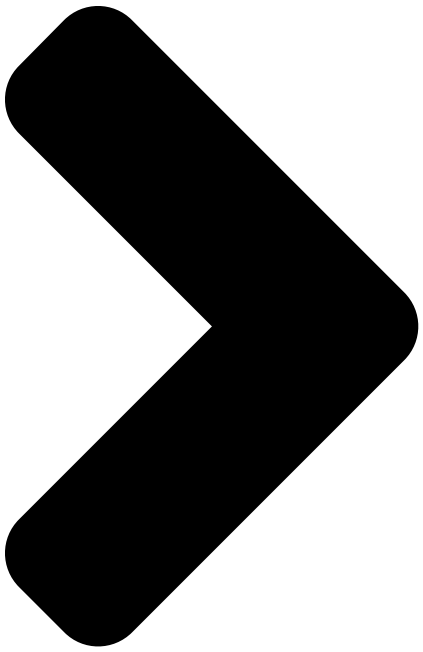


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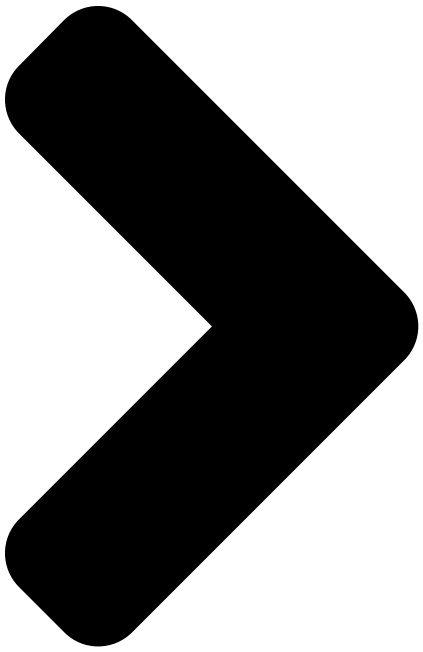
Contact us

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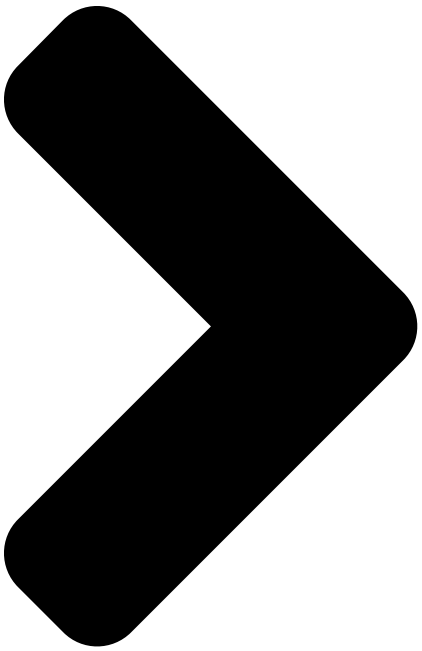
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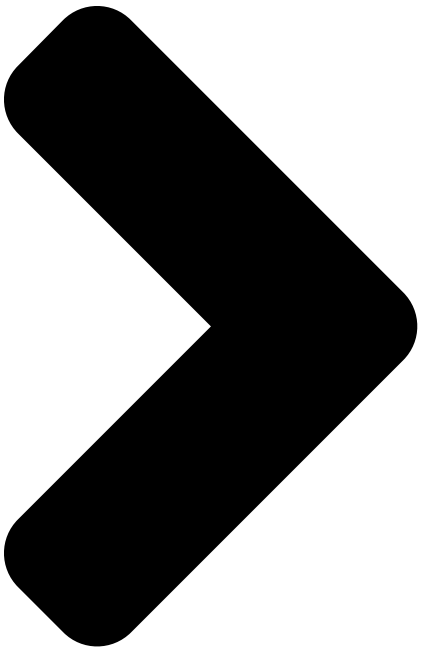
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Affiliate program

Tools for free

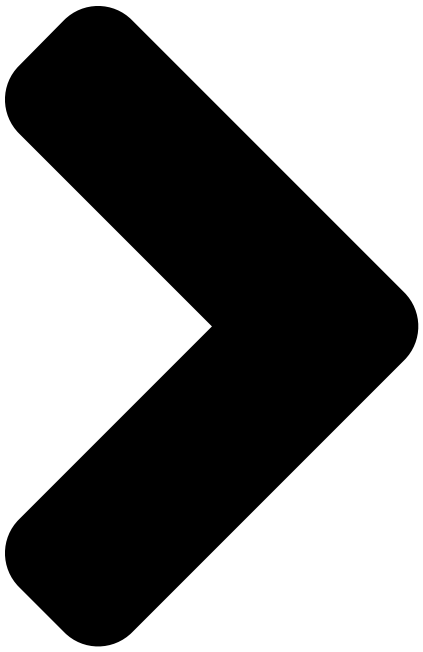
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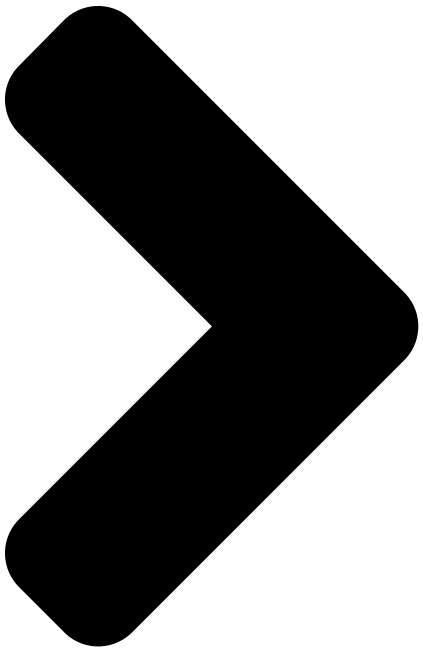
TSI Free Tools

WordPress plugins by TSI

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TSI Visitor Blocker

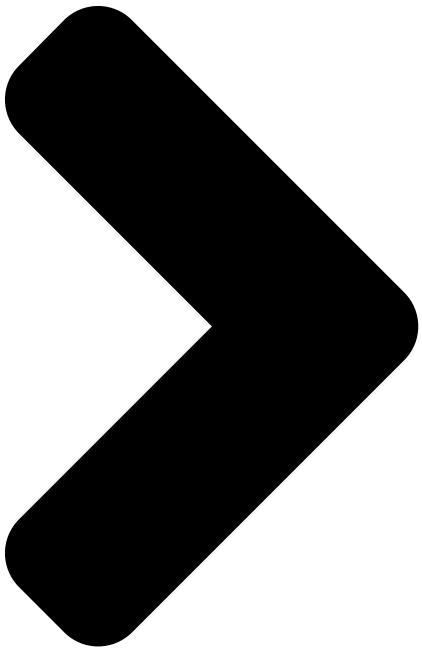


TSI Careers

Trending Topic

Publicity


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Edit Template

Lease a website to win at treatonomics

Get An Online Quote

Treatonomics is reshaping the spend

No upfront cost, full ownership

Consumers are tightening their belts, but they’re not stopping their spending. Instead, they’re shifting it like leasing a website.

In 2026, a growing number of people are saying yes to small indulgences — a specialty coffee, a beautifully designed notebook, a relaxing bath set, or even a short getaway — sometimes even if it means taking on a little short-term debt. Economists call this the “lipstick effect”. Marketers call it **treatonomics**.

If your business offers anything that feels like a reward, a comfort, or a small joy, this trend is for you. But capitalizing on it requires one thing above all: **a website that lets you move fast, adapt quickly, and connect with customers without friction.**

Here’s how treatonomics is reshaping expectations, and why leasing your website might be the smartest move you make this year.

36% of Consumers Will Go Into Debt for This.

Is Your Website Ready?

A café owner in Austin missed out on $12,000 last month. Not because her coffee was bad, it’s excellent. Not because her staff wasn’t friendly, they’re beloved. She missed it because when a local influencer mentioned her “$8 lavender latte of your dreams”, her website crashed. Then it took her *three weeks* to add a simple pre-order button for the syrup people were begging to buy.

By then, the moment was gone. The trend moved on. Her customers bought the syrup somewhere else.

If she had chosen to **lease a website** instead of building a static one, she could have updated it in hours, handled traffic spikes, and captured the wave. That’s the difference between owning a website and leasing one built for speed.

Treatonomics Isn’t About Products.

It’s About Reaction Time.

You’ve heard the stat: **36% of consumers are willing to go into short-term debt for small pleasures.** The “lipstick effect” on steroids. “Inchstones” (celebrating small life wins) now drive more frequent purchases than traditional milestones. Social commerce turns impulse into transaction in seconds.

Most business owners hear that and think: “*Great, I just need to offer more little luxuries.*”

Wrong.

Treatonomics is about *speed*. The moment a product, service, or experience

catches fire, you have days — maybe a week — to capitalize. If your website can't launch a new offer, update a homepage, or handle a spike in traffic in hours instead of weeks, you don't have a treat business. You have a museum.

That's why more businesses now lease a website instead of sinking thousands into a rigid, slow-to-change site.

What Treatonomics Demands From Your Website (That Most Sites Don't Deliver)

Whether you run a café, a dental clinic, a yoga studio, a home services company, or a boutique shop, here's what this trend requires, and why choosing to lease a website solves each gap.

1. Speed to Market

A treat trend peaks fast. A 48-hour flash sale. A viral TikTok about your service. A limited batch of something people suddenly crave.
Traditional model: Pay a developer $1,000+ and wait weeks for changes.
When you lease a website: The ability to launch, tweak, and retire offers in days without begging or paying a fortune.

2. Mobile First, Friction Free Experience

Over 60% of web traffic is mobile. Treat purchases happen on phones, while waiting in line, scrolling in bed, sitting on a couch. If your site is slow, clunky, or requires a magnifying glass to navigate, you lose the sale.
Traditional model: You pay extra for mobile optimization and hope it's done right.
When you lease a website: A site that's built mobile-first from the start, with fast hosting and clean code.

3. No Financial Upfront Barrier

You shouldn't have to sink thousands into a website before you even test a treat-oriented campaign. The trend itself is about small, accessible indulgences. Your website should be accessible too.
Traditional model: Large lump sum upfront… a barrier to experimentation.
When you lease a website: A way to get a professional site without draining your cash flow.

Why Leasing Your Website Is the Only Model That Fits This Moment

Let's be honest: the traditional "pay a lump sum and wait" model was built for a slower world. It assumes you have months to plan, that trends move at a crawl, that your website is a static brochure.

Today, your website needs to be a **living asset**, one that adapts as fast as your customers' impulses.

Leasing your website flips the old model on its head.

With a lease, you get:

- **A professional, custom-designed website** with no big upfront cost. Choose a term that fits your cash flow: 6 months, 1 year, or 2 years.
- **Flexibility to evolve.** Need to add a “little luxuries” page? Launch a limited-time inchstone package? Swap out your homepage to highlight a trending offer? You can do it, without waiting or paying extra.
- **Built-in maintenance and support.** No IT headaches. No security scares. Your site stays fast, secure, and ready to convert.
- **Ownership at the end.** Unlike renting a space or leasing equipment, your lease leads to full ownership. Every payment builds equity in your digital asset.

This isn’t a financing gimmick. It’s a **strategic advantage** in a market where agility wins.

Three Ways to Capitalize on Treatonomics Right Now (With a Leased Website)

Once your website is in place, here are three concrete ways to ride the treatonomics wave:

1. Create a “Little Luxuries” Section

A dentist, for example, could offer a “stress-free whitening trial” as an affordable add-on. A yoga studio might package three “midweek reset” sessions. With a leased site, you can add, test, and refine these offers in days, not months.

2. Turn Inchstones Into Content

Use your blog or news section to celebrate small wins. “Three ways to unwind after a busy week”. “The perfect under-$20 treat for a friend”. A flexible website lets you publish this without a developer and keep the momentum going.

3. Optimize for Mobile Speed

With a leased site, we handle the technical side: fast hosting, clean code, mobile optimization. You don’t need to worry about plugins slowing you down or a developer charging you for every tweak.

The Bottom Line

Treatonomics isn’t a fad. It’s how consumers find joy in a tight economy, and it’s creating real opportunities for businesses that can move fast.

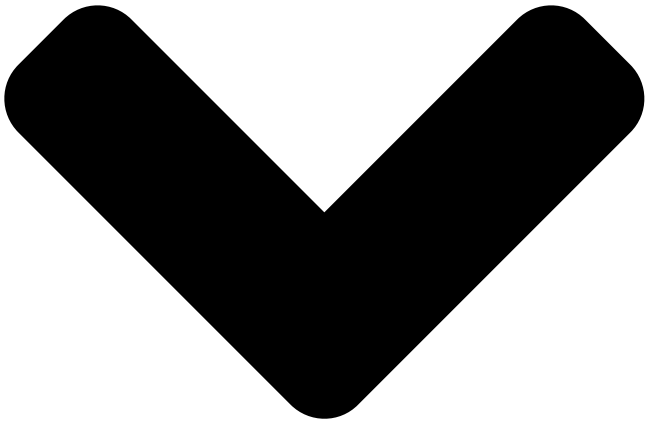
But speed starts with your website. If your site is a bottleneck — slow to update, expensive to change, or locked behind a big upfront fee — you’ll miss the wave. The café in Austin learned that the hard way.

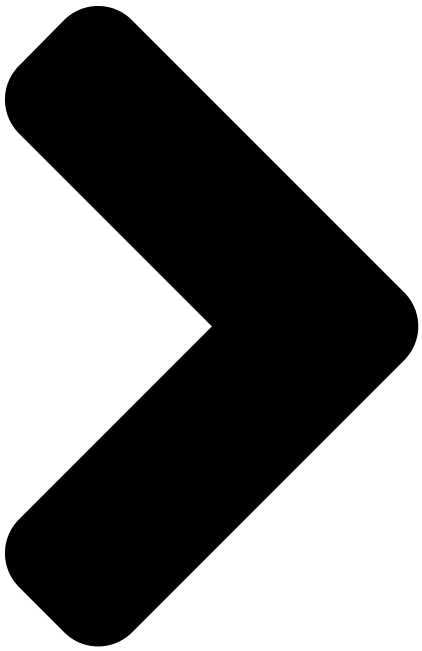
Leasing your website gives you the agility to ride it. You get a professional site, the freedom to adapt, and ownership at the end. No upfront cost. No technical headaches. Just a digital presence that moves as fast as your customers’ impulses.

Most businesses will talk about treatonomics. The ones with leased websites will actually profit from it.

Frequently Asked Questions (FAQ)

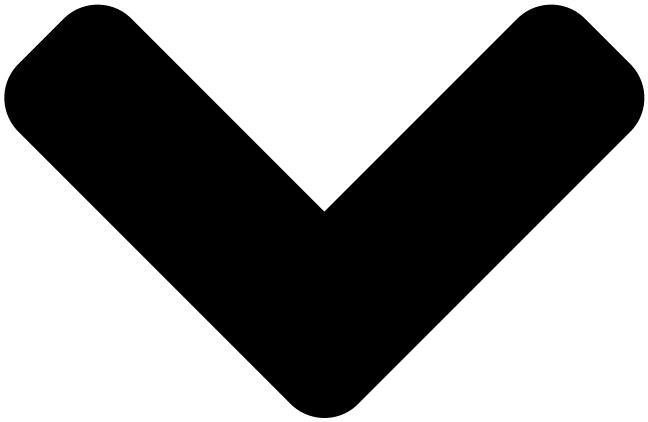
Does “lease a website” mean I’m just renting?

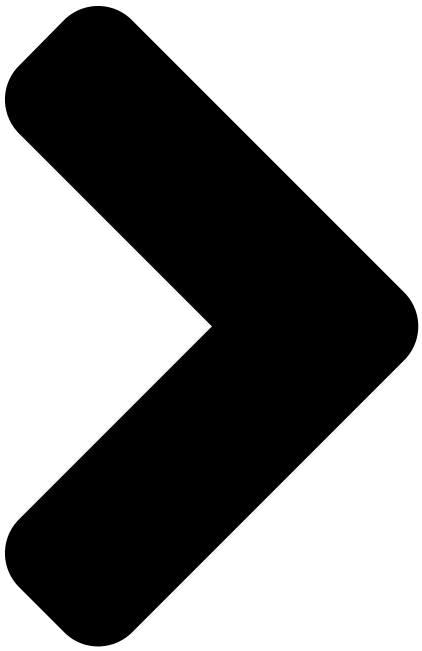




No. With our model, you choose a term (6, 12, or 24 months) and at the end, you own the website outright. Every payment builds equity.

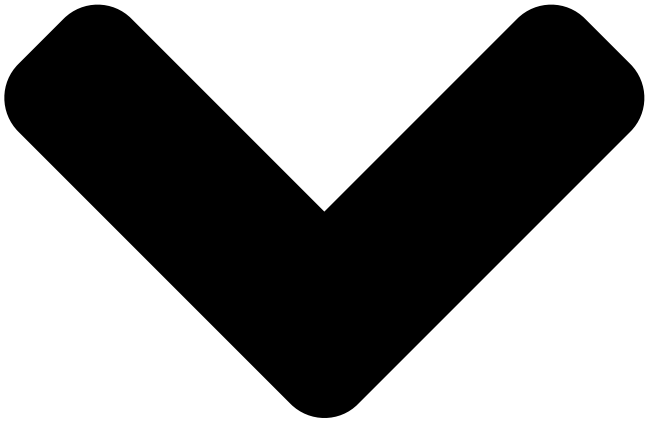
Is this only for e-commerce businesses?

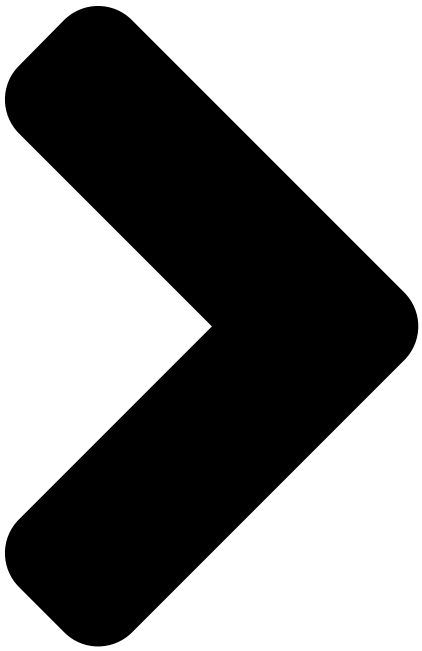




Not at all. Any business that needs a website — service providers, local shops, consultants, non-profits, creatives — can lease a website. We build custom sites for any purpose

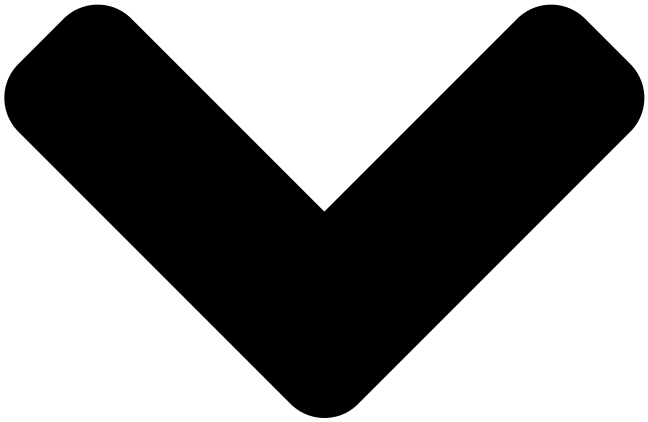
Can I update the website myself during the lease?

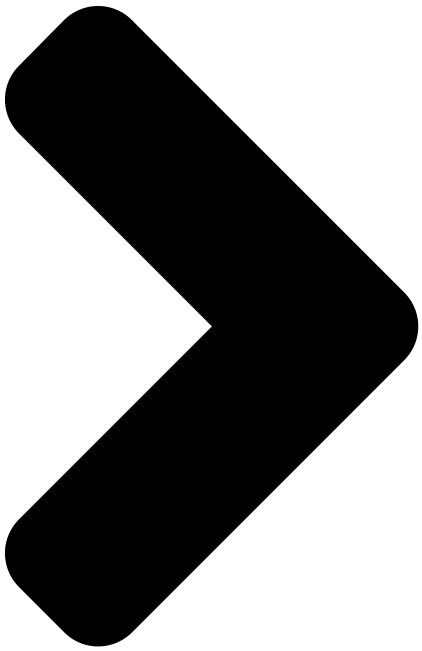




Yes. You’ll have access to make content updates. For bigger changes, we’re here to help quickly.

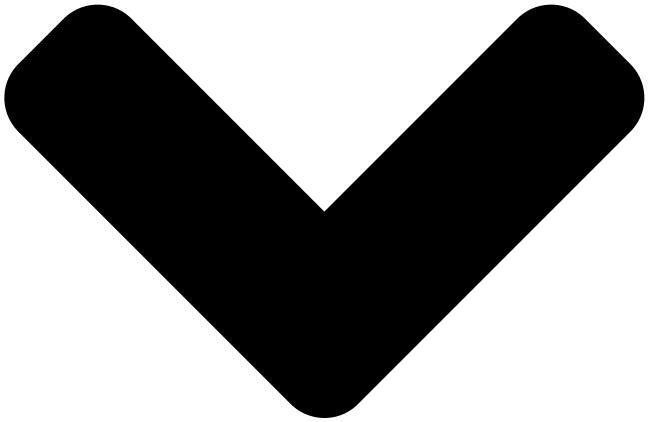
What if my business changes direction during the lease?

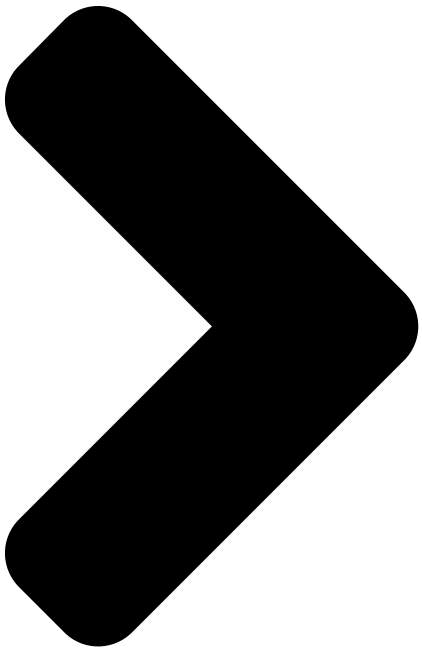




Flexibility is built in. You can modify your site as your business evolves. Leasing is about affordability, not locking you into a rigid design.

Who handles maintenance and security?





We do. Maintenance, updates, and security are included so you can focus on your business, not on technical issues.

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Reach Out to Us

Ready to Build a Website That Keeps Up With Your Business?

You don’t need a massive upfront budget to have a professional, flexible website. With a leasing plan, you get a custom site, ongoing support, and ownership at the end of your term, all while keeping cash flow healthy.

Contact TSI Digital Solution today to find the leasing term that fits your business.

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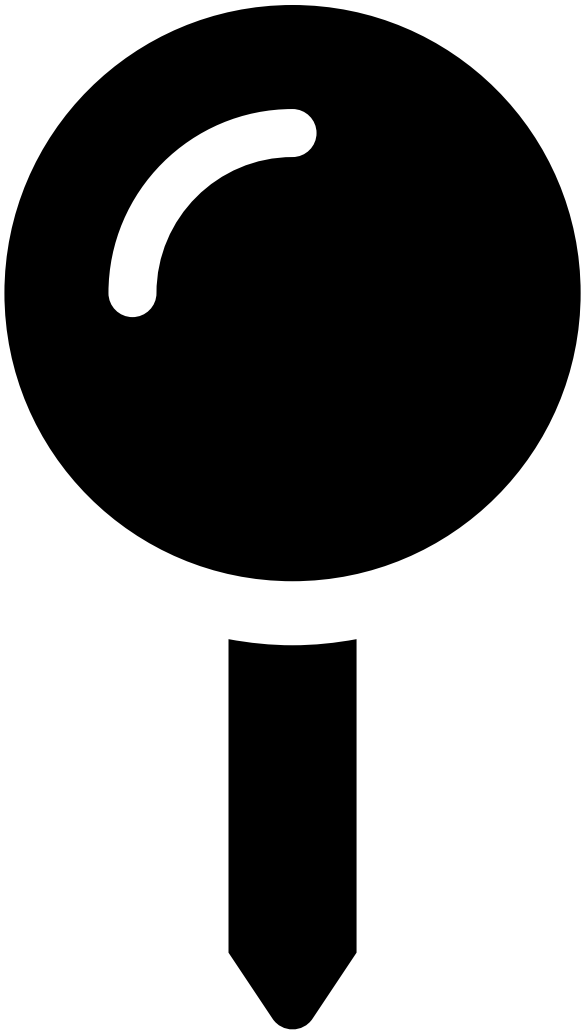
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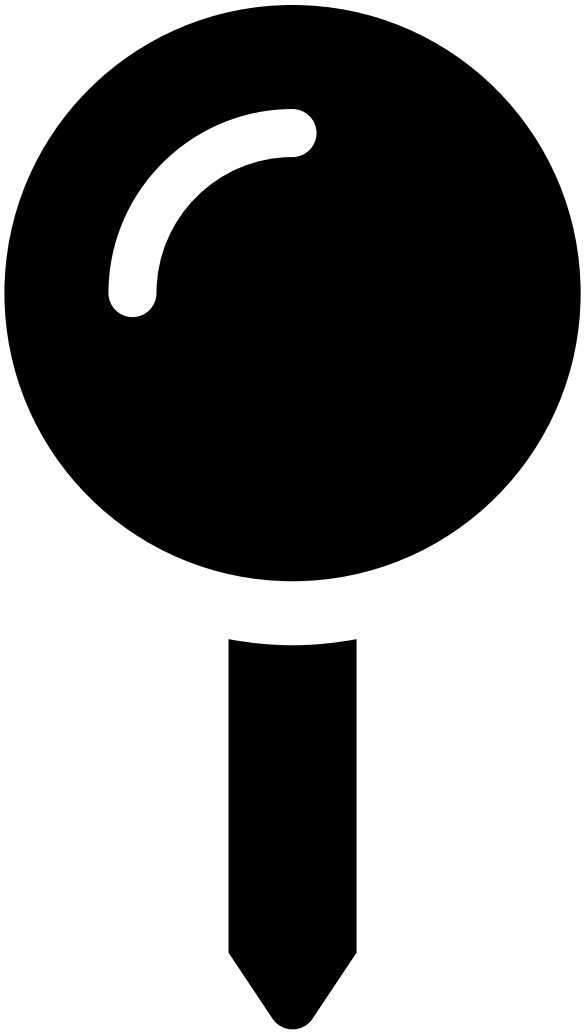
Your Wishes

Contact



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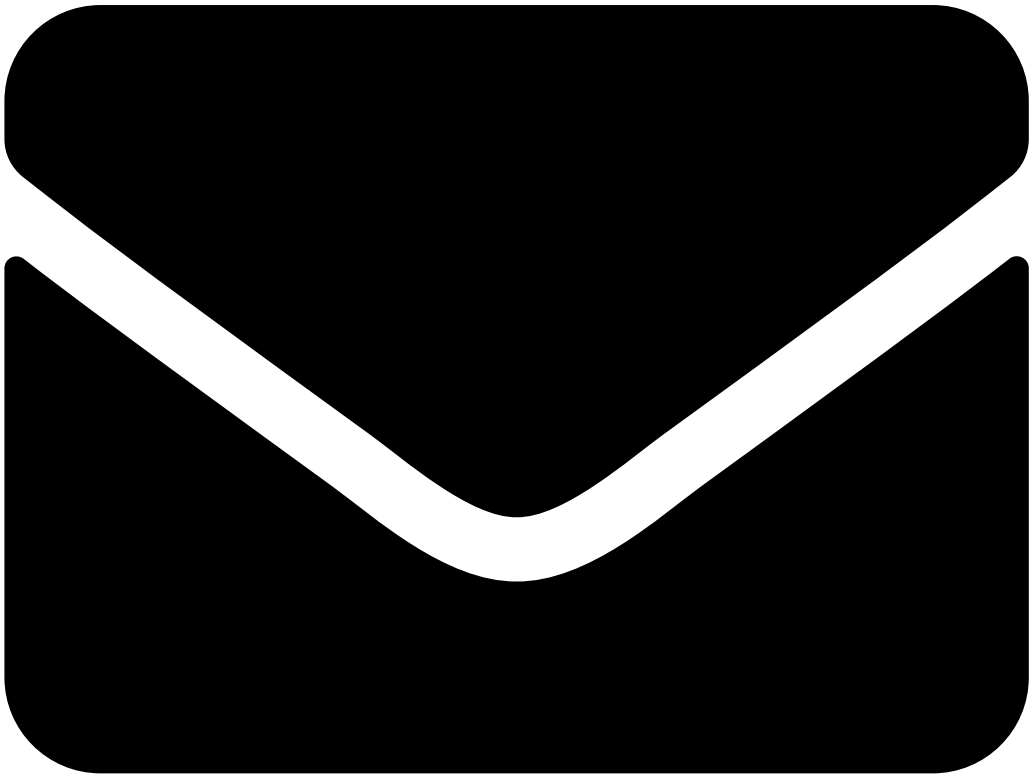


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