

# NAYTEV

CUSTOMER SPOTLIGHT

# CLIQUE



COMPANY:

Clique Brands

MEDIA PROPERTIES:

**BYRDIE**  
**WHO WHAT WEAR**  
**MYDOMAINE**

TESTING FOCUS:

Conversion on Facebook and Instagram





**ALLIE**

**Mitchell**

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**Paid Media Strategist**

# Naytev Expert Spotlight

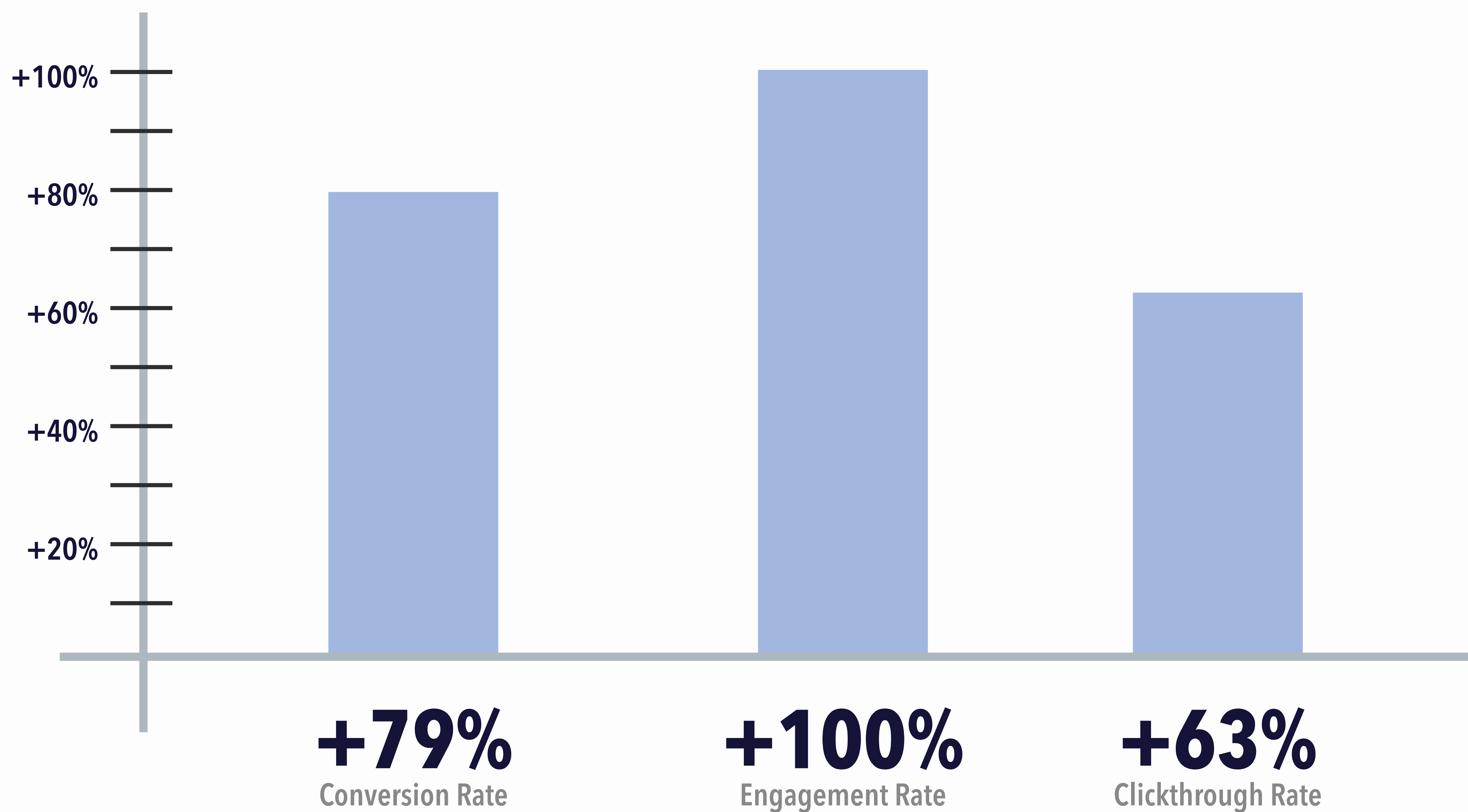
**Naytev has helped all of our initiatives become more strategic. It shows us how we should be packaging content for social distribution.**

Finding the creative that works in each test has definitely impacted our ability to save money on tested campaigns. Initially, I was skeptical that we would see such a big performance increase. Our content already does well on social and our team is pretty savvy in knowing what our audience is looking for. However, Naytev has helped us identify key insights to take back to the team and inform how we package certain types of content. All publishers are struggling right now to maximize social efforts--the ability to test through Naytev is putting us ahead of the game.

NAYTEV

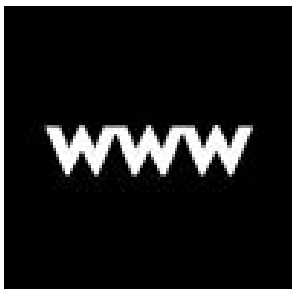
# HIGH IMPACT ON PERFORMANCE

MEASURABLE IMPROVEMENT ACROSS KEY BUSINESS METRICS



# FACEBOOK TEST SPOTLIGHT

INCREASING CONVERSION THROUGH TESTING



Our best picks, all under \$100.

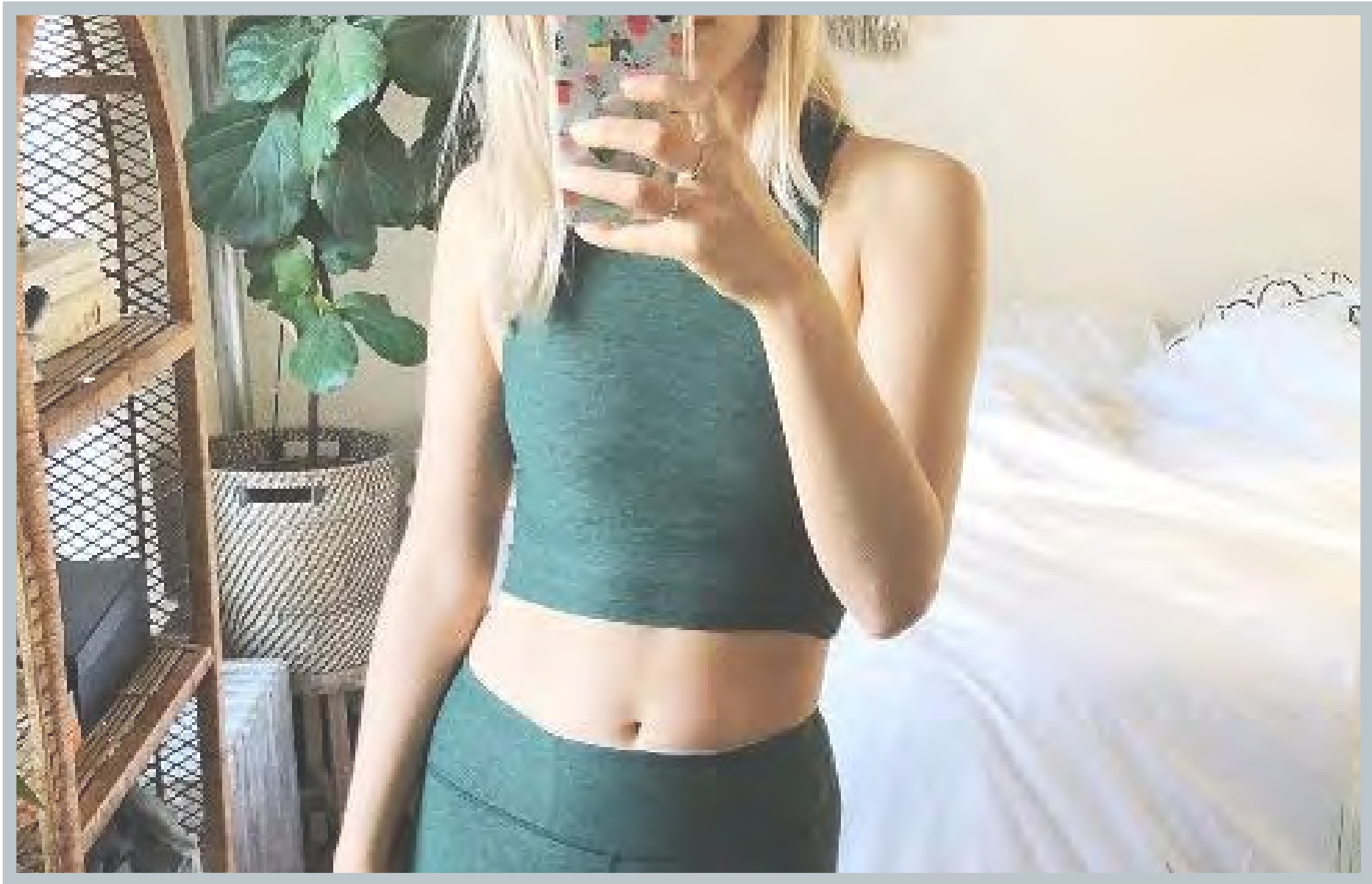


Proven: The Best Yoga Pants That Won't Cost You a Fortune

## WINNING CREATIVE COMBINATION

57% Cost Reductions

190% Higher Engagement Rate



ALTERNATE IMAGES



# INSTAGRAM TEST SPOTLIGHT

INCREASING PERFORMANCE WITH OPTIMAL CREATIVE

Her minimalist skincare routine works wonders.

I only use 5 skincare products every single day—here’s what they are.

I no longer wear foundation because of these 5 skincare products.

These are the 5 products I swear by for foundation-free skin.

4 IMAGES

× 4 MESSAGES

16 UNIQUE COMBINATIONS

WINNING COMBINATION

72%

more referrals

46%

cost savings



BYRDIE







CMG

**READY TO FIND THE BEST VERSION  
OF YOUR VOICE?**

**CONTACT [SALES@NAYTEV.COM](mailto:SALES@NAYTEV.COM) TO GET STARTED**

**NAYTEV**