



## Client Spotlight: DramaFever

Amplifying Video Streaming Audience Growth with Naytev



DramaFever, a Warner Bros. company, is the largest online distributor of international televised content. They stream the world's best content on demand, reaching 20 million viewers across 15 countries.

DramaFever focuses heavily on Facebook distribution, and it ranks in the top 1% of Facebook Pages on an engagement-rate basis.

DramaFever gives its content a performance edge by optimizing Facebook article and video posts with Naytev. Below are a few examples of test posts and the performance improvement that DramaFever achieved.



**+457%**

**Higher Clickthrough Rate**

**+22%**

**Higher Video View Rate**

Stats are DramaFever's Average Post Results with Naytev

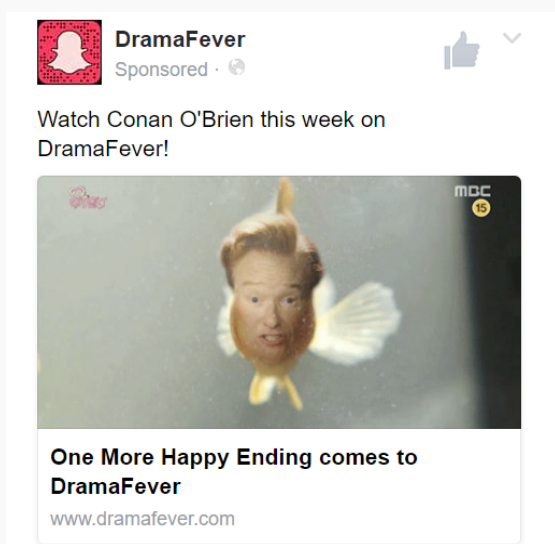
# Driving Growth With Naytev

DramaFever uses Naytev's content presentation testing platform to determine the highest performing way to display its content on Facebook.

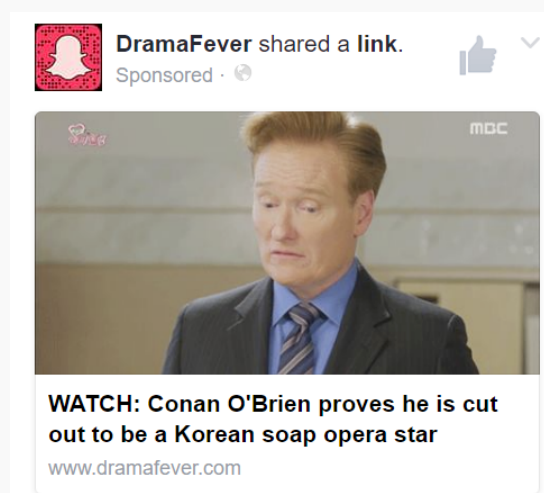
## DramaFever tests its content daily to reach new fans and boost engagement with existing fans

The image/text combination of every social post tells a story, and the story that's told makes or breaks content performance. Naytev helps DramaFever tell the best performing story for all of its content.

### Low Performing Message



### Optimized Message



### Featured Test:

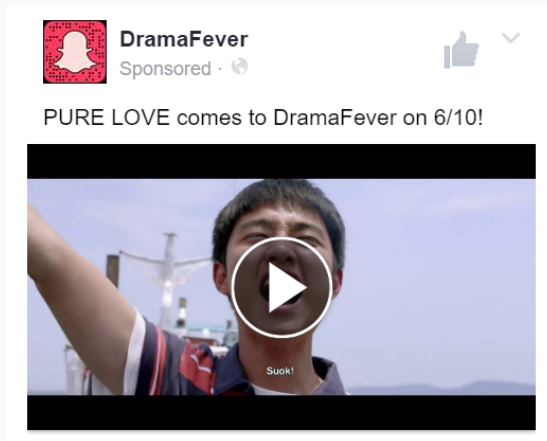
Conan O'Brien on DramaFever

### Test Performance:

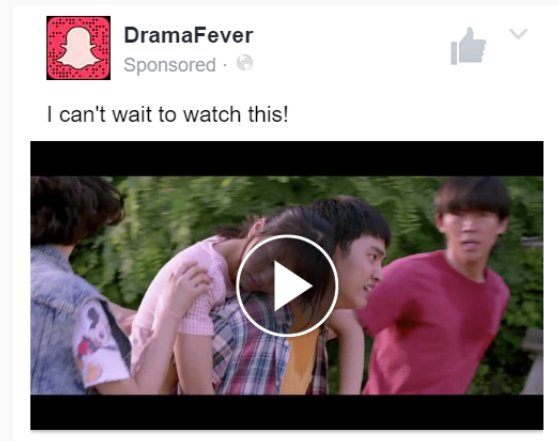
193% More Referral Traffic

The DramaFever team tests up to 16 versions of a post for each piece of content before posting it to Facebook. Naytev identifies the best performing message, then DramaFever team shares that message with its Page fans with Naytev's post scheduling. Every Naytev test drives more engagement, referral traffic, video views, and audience growth.

## Low Performing Message



## Optimized Message



## Featured Test:

Pure Love Trailer

## Test Performance:

77% More Video Views | 36% longer view time

## Amplifying Distribution With Naytev

Naytev enables DramaFever to reach millions of potential new fans to further build its audience while also identifying the best-performing message. Along the way, Naytev tracks all direct and viral engagement earned during testing.

After the test is completed, DramaFever posts the best message to drive more Page fan engagement, and Naytev's advanced posting system automatically includes all of that earned engagement.

All together, Naytev helps drive engagement with high quality new fans, identifies which messages perform best, and ensures Facebook recognizes DramaFever's earned engagement the moment it posts to fans.



**Dan Acton**

Social Media Director  
DramaFever

*DramaFever is fundamentally about connecting passionate audiences with content they love, and I work with content as varied as Korean dramas, classic Hollywood films, horror movies and documentaries. I use Naytev on a daily basis to make sure we are doing our best to engage with people across every demographic and fuel that passion. Naytev makes experimentation easy, and the results are clear. My favorite Naytev moments are when a result totally catches us off guard and opens up a whole new path to catching our audiences' interest.*