

Inc. BrandView



Client Spotlight: Inc

Pioneering Branded Content with Naytev

Inc. BrandView brings a modern, data-driven approach to Branded Content, using Naytev to improve resonance for each individual campaign. By A/B testing articles and videos, the Inc. team is able to find the best possible presentation of their content. This ensures higher overall performance, deeper engagement, and creates a more compelling offering for readers and clients alike.

Through BrandView, Inc. works closely with marketers to conceive and create objective, market-serving, thought leadership content. Testing ensures that each campaign will be cost-effective and well-received by the audiences that the content is designed for.

BrandView Partners

Finding resonance for our clients is our North Star. If you don't speak your audience's language, it's never going to work.

Driving Better Client Performance Through Testing

Testing Branded Content videos and articles yields higher performance and more authentic engagement. In addition to increasing key metrics like Engagement Rate, Clickthrough Rate, and Video View Time, Naytev automatically handles the sponsor attribution required to publish Branded Content on Facebook. The streamlined testing platform makes it simpler and more efficient to manage a high volume of Branded Content campaigns across many clients, especially compared to Facebook's standard tools.



Rich Russey
VP, Sales - Inc.

Testing allows us to increase our overall Post Engagement and Clickthrough Rate, which translates to more value for our clients.



+154%
Engagement Rate



+310%
Clickthrough Rate



+58%
Video View Time