

NAYTEV

CUSTOMER SPOTLIGHT

COMPANY:

Kiplinger

CONTENT FOCUS:

**Business &
Personal Finance**

CONTENT FOCUS:

**Increase website traffic &
streamline publishing**



Kiplinger



BENJAMIN
DEMERS

Social Media Manager

Naytev Expert Spotlight

A lot less legwork, and a lot more certainty that we're treating our high quality content the right way.

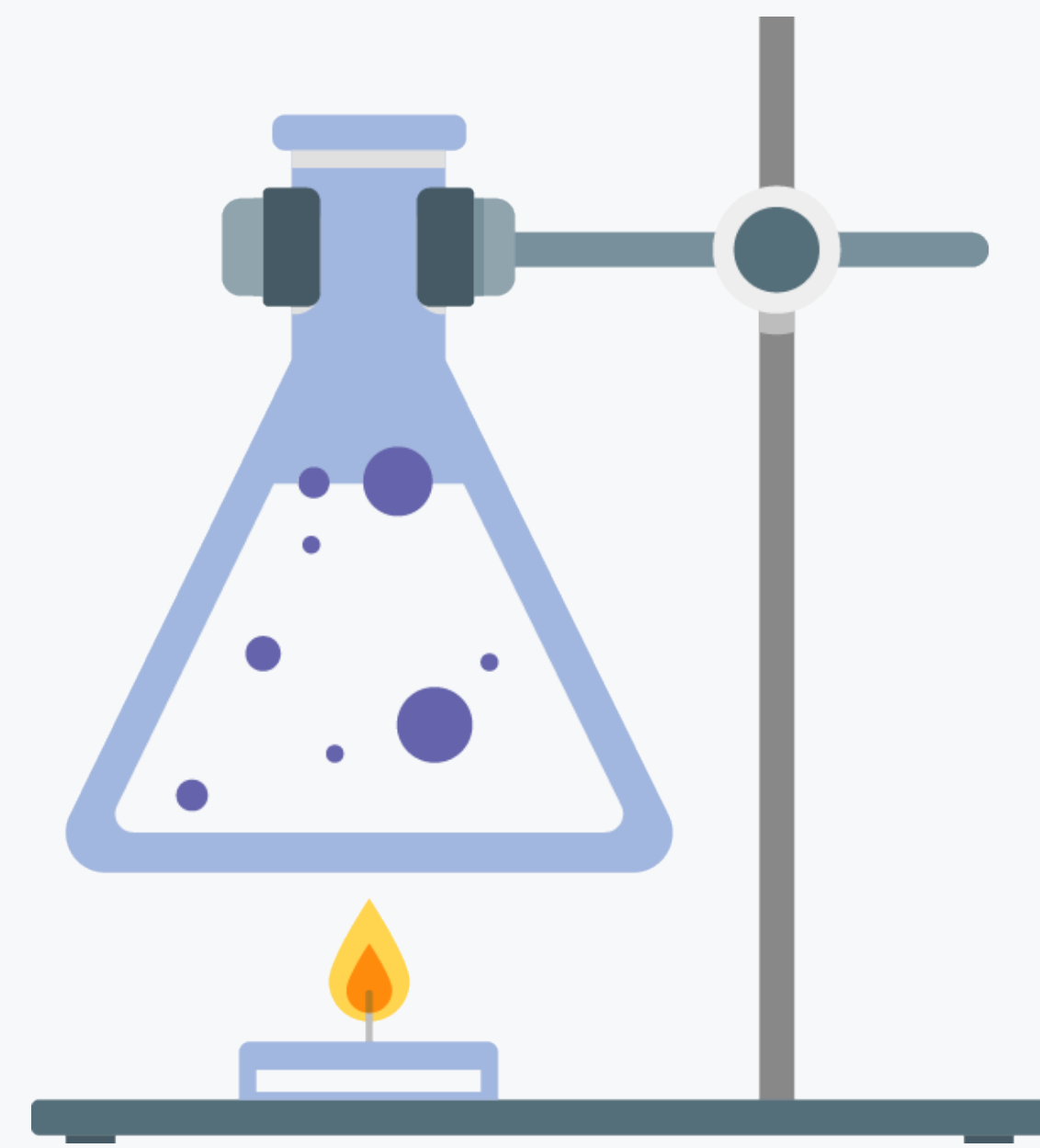
The Facebook Post A/B testing and the ability to boost interactions and clickthroughs by 100-150% really stood out, especially in the changing environment for publishers. The trends we've seen make reposting less effective than it used to be, so we really need to nail the packaging the first time.

It was kind of a no-brainer to use dark testing before we show content to our main audience. If I blow it on something that we spent a lot of time on—I don't get a second pass in a time sensitive window.

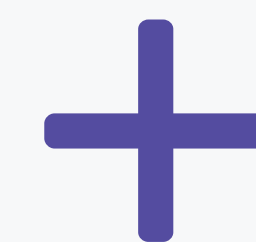
The results that I'm able to show other people are also really helpful—I have a lot more confidence that I'm doing everything I can to help our team's content succeed.

UNIFIED SOCIAL OPTIMIZATION

ONE STREAMLINED PLATFORM FOR CONTENT PACKAGING & DISTRIBUTION



Testing



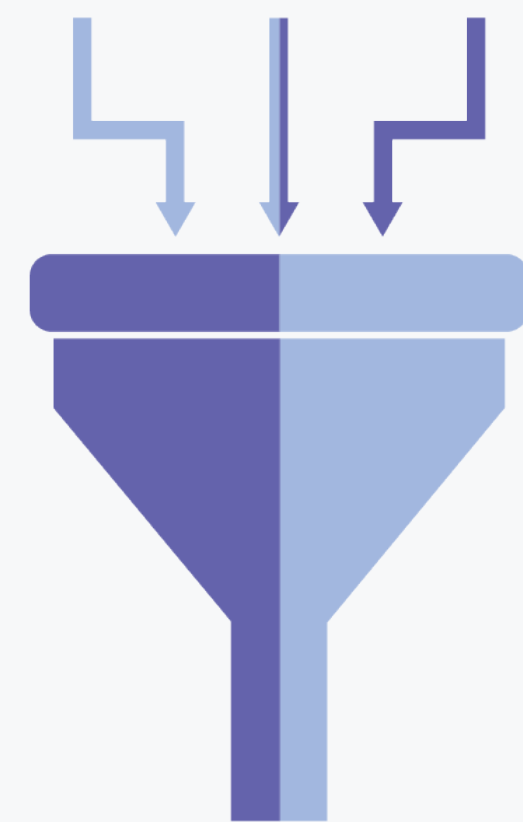
Publishing

Other platforms I've used also save time, but their complexity ends up creating more busy work. The benefits with Naytev are more obvious. It's almost like an Apple product in that it feels familiar and easy to use, especially in my situation of trying to manage lots of content as a one person team.

~ Benjamin Demers, Social Media Manager

INTELLIGENT DISTRIBUTION

HOW KIPLINGER INCREASES EFFICIENCY WITH AUTOMATED PUBLISHING



Intelligently schedule thousands of posts

Kiplinger defines sophisticated rules, and Naytev intelligently queues content for publication within these boundaries and when target audiences are most active.

Automatically apply optimized creative

Naytev seamlessly integrates organic posting with social A/B testing, ensuring posts use the optimal creative identified through testing.

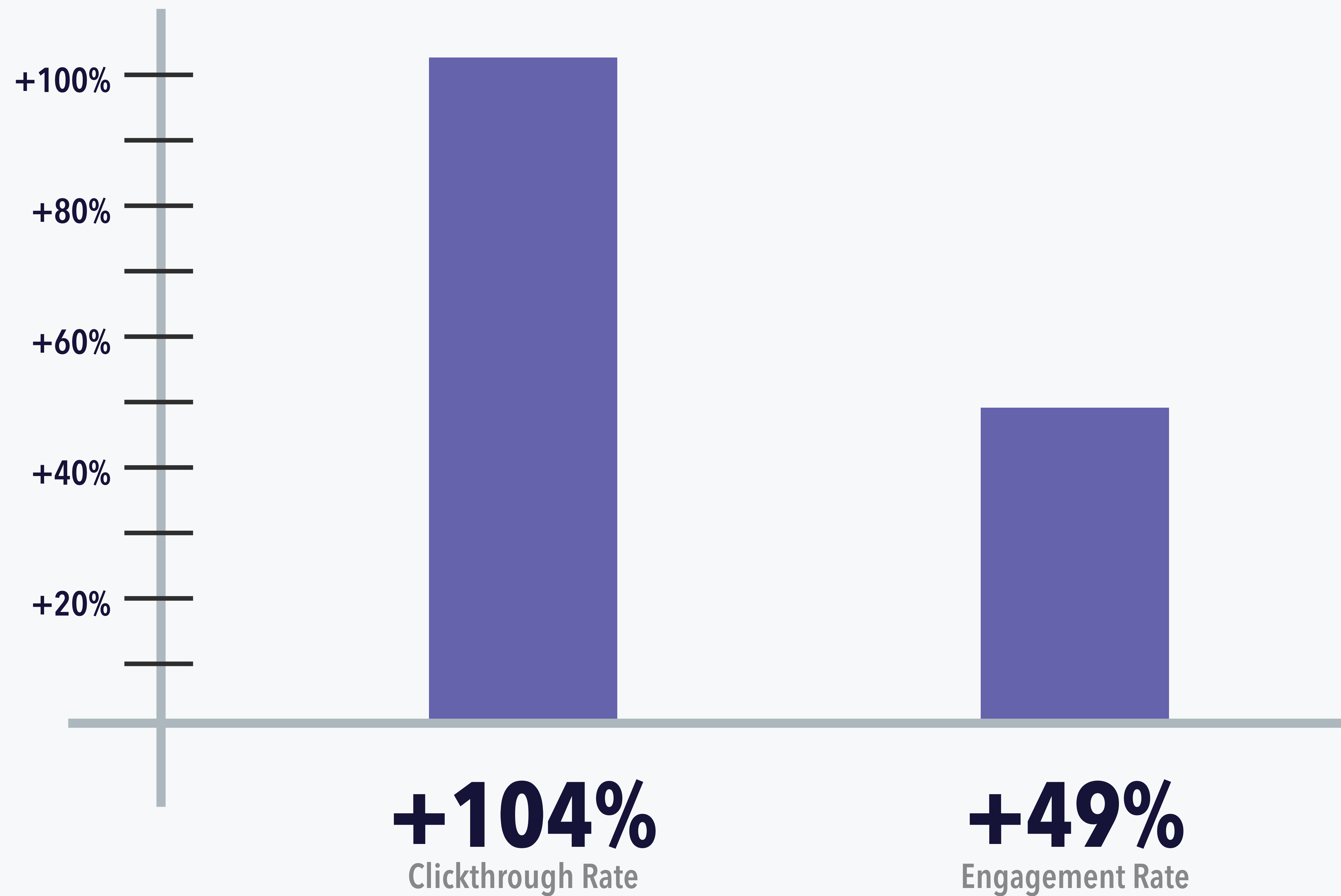


Manage content across networks

The team saves time by automatically cross-posting effective content to all their social audiences.

HIGH IMPACT ON PERFORMANCE

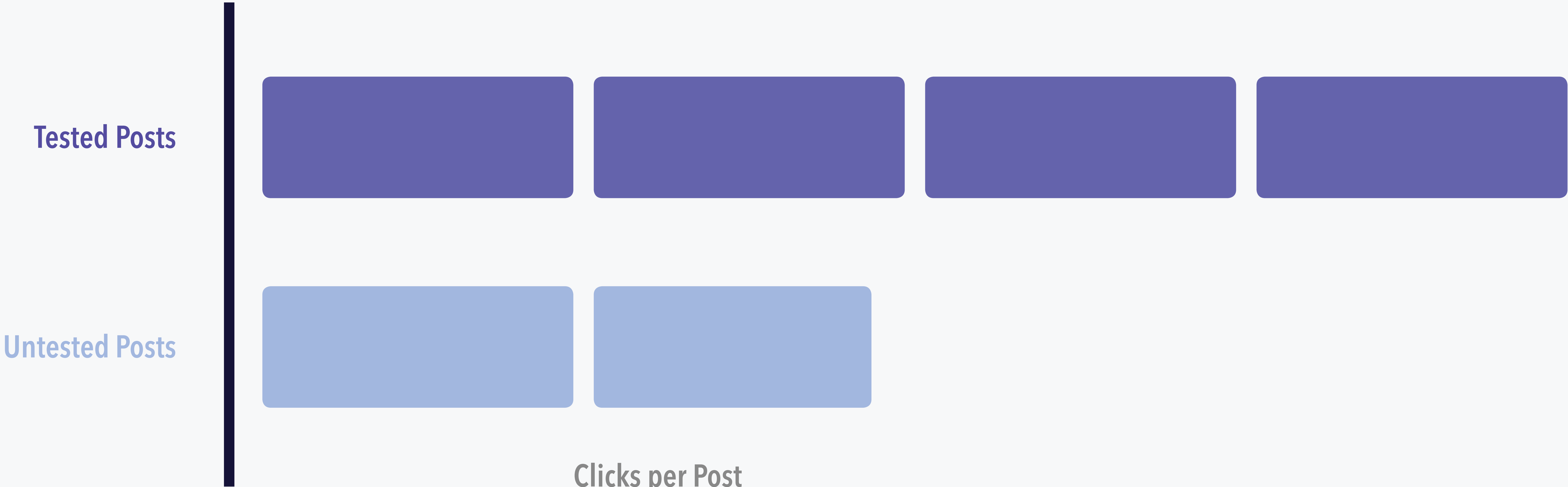
MEASURABLE IMPROVEMENT ACROSS KEY BUSINESS METRICS



TESTED VS UNTESTED POSTS

MAJOR IMPROVEMENT ACROSS CONTENT PORTFOLIO

Tested Posts Perform 130% better than Untested Posts



MEANINGFUL COST SAVINGS

MORE EFFICIENTLY REACH NEW AUDIENCES



22%

Lower cost per
click



14%

Lower cost per
engagement



12%

Lower cost per
impression

NAYTEV

TEST SPOTLIGHT

INCREASING CONVERSION THROUGH TESTING

K Congress just approved the most sweeping tax changes in more than three decades



18 Ways the New Tax Law Affects Retirees

WINNING CREATIVE COMBINATION

88% Higher Clickthrough Rate

71% Lower Cost Per Click



ALTERNATE IMAGES

TEST SPOTLIGHT

INCREASING PERFORMANCE WITH OPTIMAL CREATIVE

3 IMAGES
× 3 MESSAGES
9 UNIQUE COMBINATIONS

Get inside the mind of one of the world's greatest investors.

Test your knowledge of the legend, his career, and his money.

How well do you really know the Oracle of Omaha?

WINNING COMBINATION

+79%
Engagement
Rate

93%
Lower Cost
Per Click





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

CONTACT SALES@NAYTEV.COM TO GET STARTED

NAYTEV