

NAYTEV

CUSTOMER SPOTLIGHT



meredith



CUSTOMER PROFILE

COMPANY:

Meredith Corporation

MEDIA PROPERTIES:

Food & Wine · Cooking Light

COMPANY SIZE:

3,000+

NAYTEV



STACEY

HARRINGTON

Audience Development Manager

Why our team loves Naytev

The biggest “pro” of the platform is that it allows us to increase the chances of getting the best possible presentation of our content in front of a targeted audience.

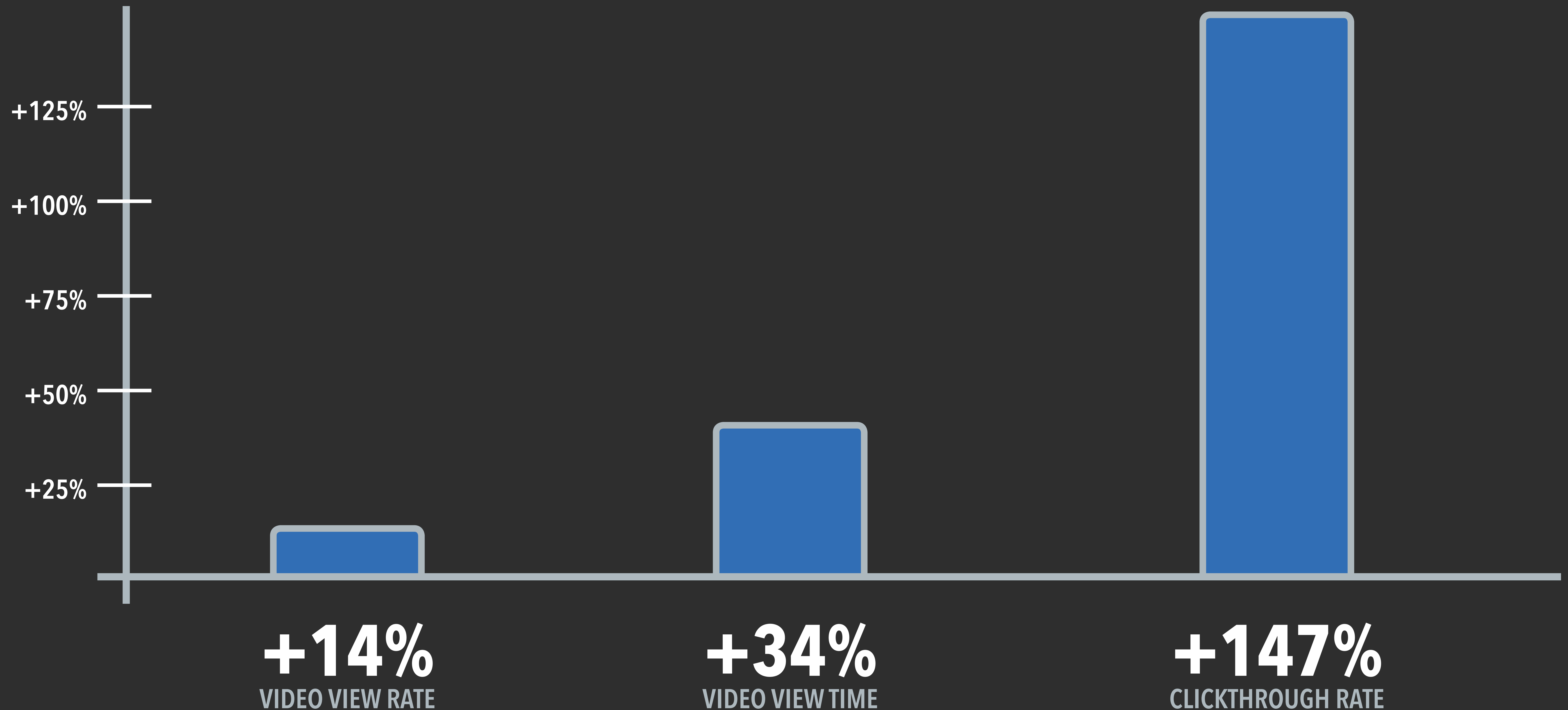
We have definitely seen higher engagement on tested posts vs. untested posts. We want to make sure that we put the most compelling offering in front our audiences by identifying which messages perform best. It gives the great content we’re producing a better chance of performing well on the platform.

Naytev also increases productivity in the sense that if we were to be running A/B testing through Facebook’s business manager, we wouldn’t be able to do it at the scale that we do it through Naytev. I also really value the platform because I think it’s creating a deeper sense of engagement with the high quality audiences on Facebook.

NAYTEV

HIGH IMPACT ON PERFORMANCE

MEASURABLE IMPROVEMENT ACROSS KEY BUSINESS METRICS



MEANINGFUL COST SAVINGS

MORE EFFICIENTLY REACH NEW AUDIENCES



31%

Lower cost per
click



16%

Lower cost per
view



13%

Lower cost per
engagement

NAYTEV

WHAT THE MEREDITH TEAM HAS TO SAY

NAYTEV USERS TALK ABOUT THE PLATFORM

Easy to Use



The streamlined nature of the platform is something I've been impressed with, how easy it is to set up a test with 9-12 variations, and to monitor test progress and results. In the past we've done A/B testing manually through the Facebook Business Manager. We found Naytev made the A/B testing process easier.

Cross-functional



By putting this really valuable tool into the editors' hands, we're able to generate even more value because they're the ones that understand our content and our audience the best. Naytev lets them run paid campaigns for traffic purposes quickly and easily.

High Impact



A/B testing is the smartest way to make sure that we're putting the best message in front of the right audience. Continuing to get the most traffic possible from Facebook, despite any algorithm changes, was one of the things that really compelled us to use Naytev. Social is a significant source of traffic for us. We wanted to make sure that we could continue to get as much as possible from that valuable audience.

VIDEO TEST SPOTLIGHT

INCREASING ENGAGEMENT WITH OPTIMAL CREATIVE

3 HEADLINES

× 3 VIDEO THUMBNAILS

9 UNIQUE COMBINATIONS

This Greek-inspired fish dish is easy enough for a weeknight, tasty enough for a dinner party.

Greek food never looked so good.

Dinner? Solved.

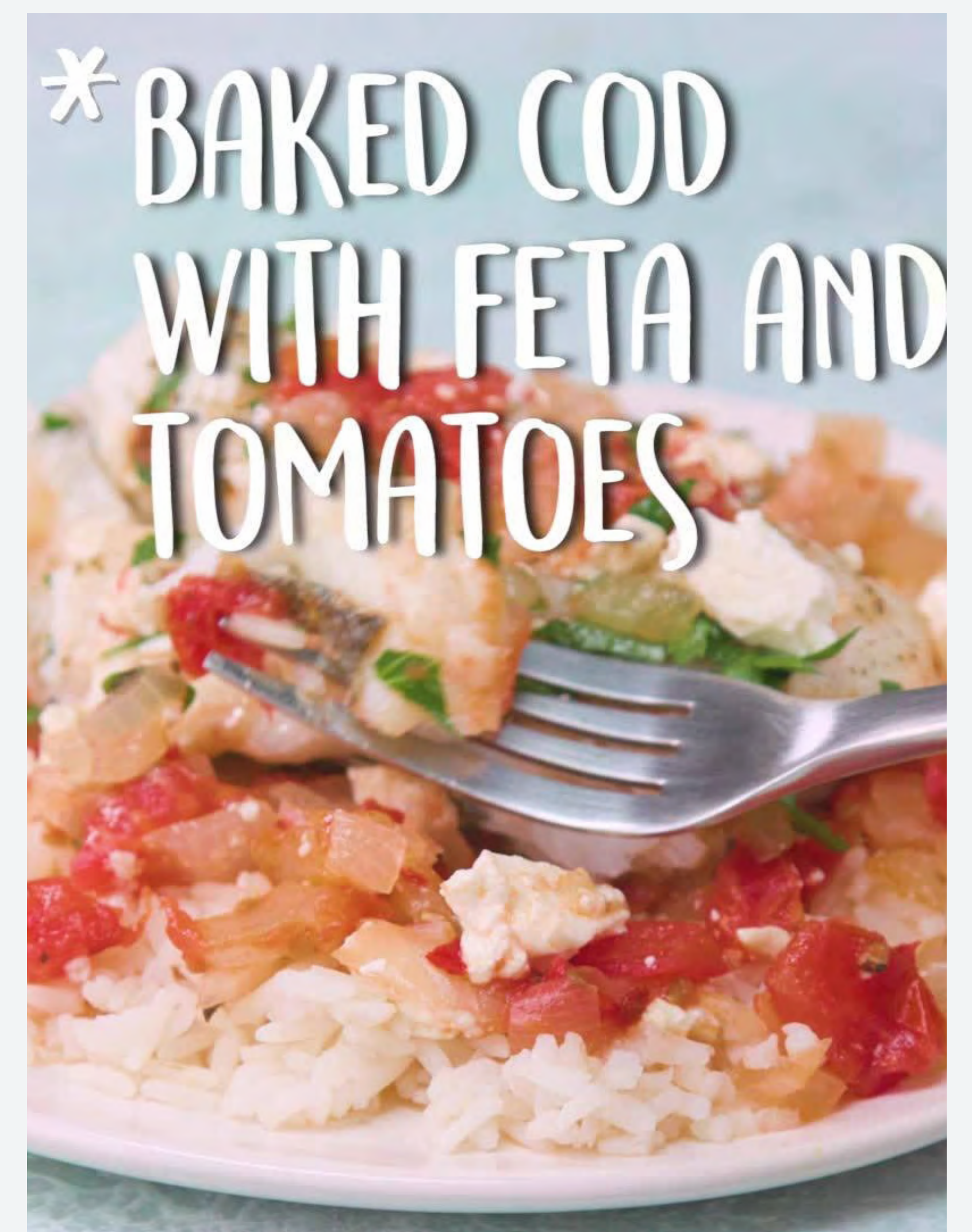
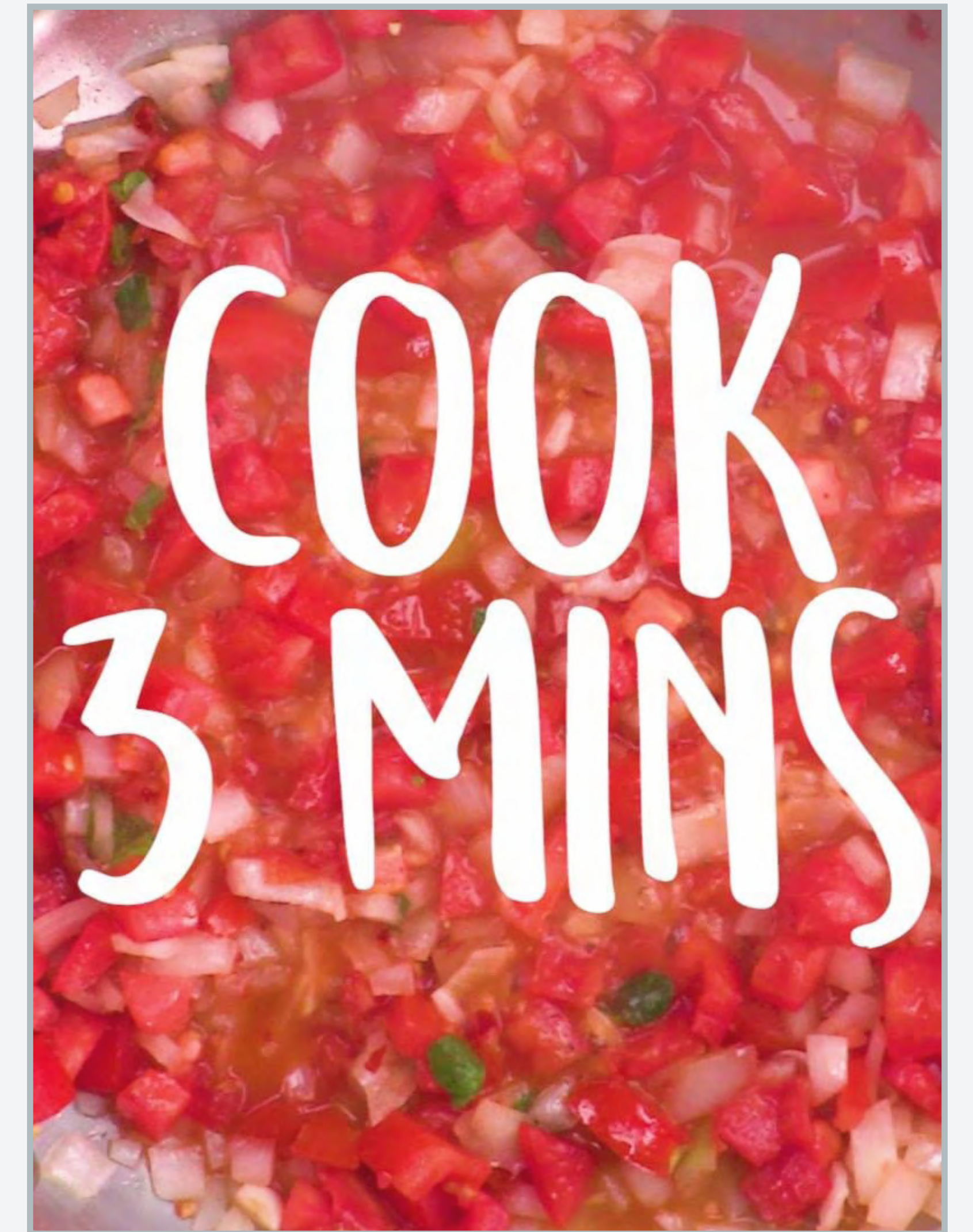
WINNING COMBINATION

+65%
Percent of Video
Watched

+26%
Video View
Rate



BAKED COD
WITH FETA
AND TOMATOES



LINK TEST SPOTLIGHT

INCREASING TRAFFIC AND REDUCING COSTS THROUGH TESTING

FOOD
&
WINE

Brisket and goulash and stew, oh my!



17 Must-Try Slow Cooker Recipes

WINNING CREATIVE COMBINATION

+445% Clickthrough Rate

90% Cost per click reduction



ALTERNATE IMAGES



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

CONTACT SALES@NAYTEV.COM TO GET STARTED

NAYTEV