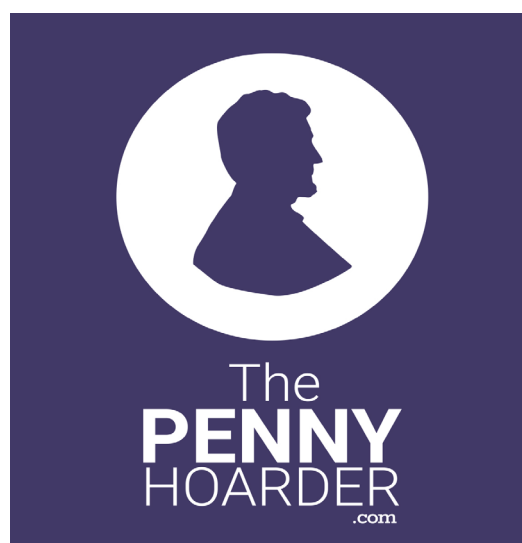




Client Spotlight: The Penny Hoarder

Optimizing Content for 2.5 Million Facebook Fans With Naytev

[Taylor Media](#) is one of the fastest-growing new digital media companies and has been featured on sites like Oprah.com, CNN, Men's Health, Entrepreneur and Yahoo! Finance. Within just a few years, its flagship publication, [The Penny Hoarder](#), has grown to over 12 million unique monthly visitors. The company is achieving tremendous growth by pairing engaging personal financial advice content with sophisticated distribution techniques.



Facebook is one of the company's highest value distribution channels -- The Penny Hoarder has nearly 3 million fans -- and the team has accelerated its growth by optimizing content for that social channel. Naytev helps Taylor Media rapidly drive more engagement and readers by providing optimization for every piece of content they post to Facebook.

+251%

Post Clickthrough Rate Boost

+83%

Video View Rate Boost

Stats are The Penny Hoarder's Average Post Results with Naytev

Driving Growth With Naytev

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

The Penny Hoarder tests every piece of content using Naytev before posting to Facebook

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

Original Message



Optimized Message



Featured Test:

[Want to Work From Home? U-Haul is Hiring Part-Time Reps Across the Country](#)

Post Performance:

1,721,625 Fans Reached | 21,620 Reactions, Comments & Shares | 146,062 Post Clicks

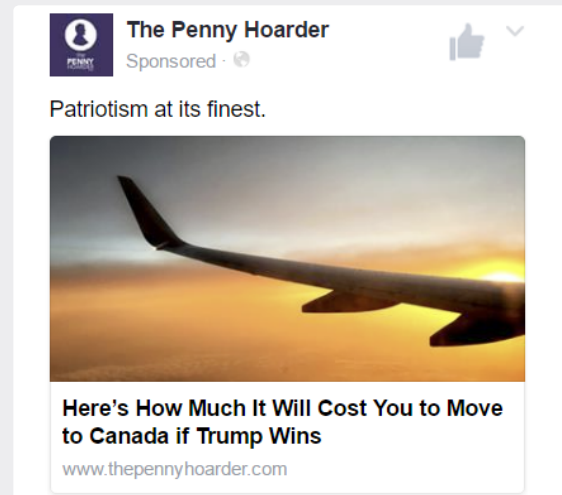
Taylor Media Team: With Naytev's help, we identified a better-performing headline, image and teaser. **That post alone drove nearly 100,000 pageviews to our website just on the day it was shared on Facebook.** Interaction on Facebook was high because the message resonated with our readers, and those shares led to website traffic as well.

Taylor Media drives better content performance by testing as many as 16 message variations for each piece before posting to Facebook. Naytev uses a technique known as "dark testing" to quickly identify which variation drives the most post likes, comments, shares, clicks, views, and new page fans.

Original Message



Optimized Message



Featured Test:

[Planning to Move to Canada if Trump Wins? Here's What It'll Cost](#)

Post Performance:

960,154 Fans Reached | 6,640 Reactions, Comments & Shares | 67,708 Post Clicks

Amplifying Distribution With Naytev

Once Naytev identifies the best performing message, the Taylor Media team shares that message with its Page fans using Naytev's post scheduling.

When readers share The Penny Hoarder's posts, they're also distributing the best message, driving extensive downstream engagement. Naytev's optimization expands your content amplification wins with every share.



Alexis Grant
Executive Editor
Taylor Media

Our big goal as a company is to help as many people as possible put more money in their pockets, and Naytev helps us do just that. By testing all of our content before posting it on Facebook, we're able to identify the messages that most resonate with our readers, which means our content performs well organically when we post it. Rather than posting on Facebook and hoping for the best, we know after testing that our updates will be clicked, liked and shared.