

## Client Spotlight: Storyful

### Optimizing Video Distribution with Naytev

Storyful is a social content agency that helps their partners tell stories. They discover videos poised to go viral and secure the distribution rights for clients ranging from AT&T to The Wall Street Journal.

In addition to making it easy to find the most engaging, authentic and inspiring stories, Storyful helps partners improve their content packaging to maximize engagement.



Storyful uses Naytev for an engagement edge. Naytev's video post optimization tests identify the best possible way to package video posts on Facebook.

**+46%**  
Higher View Rate

**+17%**  
Longer View Time

**+47%**  
Cost Savings

Stats are Storyful's Average Post Results with Naytev

# Driving Growth With Naytev

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

**Storyful drove up to 155% higher view rates and up to 58% longer view times by testing their video posts with Naytev.**

The image/text combination of every social post tells a story, and the story that's told makes or breaks content performance. Naytev helps Storyful tell the best story with every optimized post.

## Low Performing Message



## Optimized Message



### Featured Test:

Astronomer Mark Thompson Reveals the Dangers of Observing the Sun!

### Test Performance:

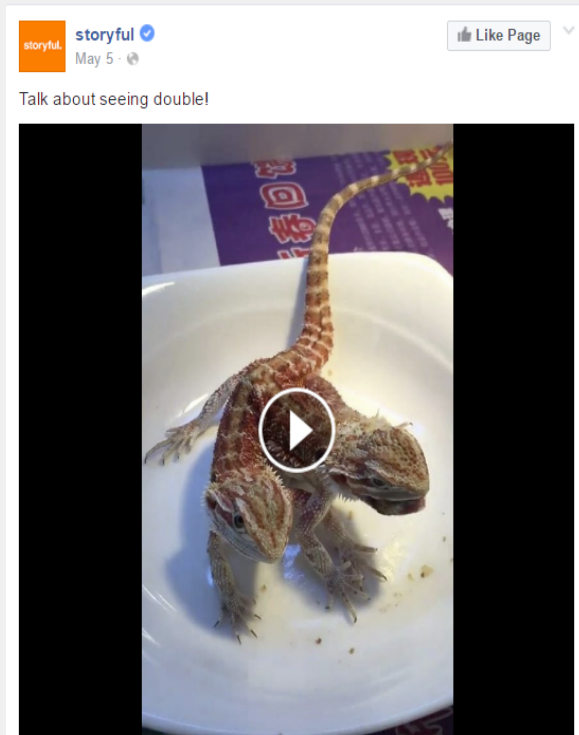
155% higher view rate | 47% longer view time | 60% distribution cost savings

Storyful specializes in telling great stories, and their success with Naytev highlights exciting opportunities for top storytellers to gain an even greater edge with engaging new and existing fans.

# Amplifying Distribution With Naytev

Storyful drives better content performance by testing as many as 16 video post variations. Naytev uses a technique known as “dark testing” to quickly identify which variation drives the greatest audience reach and engagement. Naytev tracks all direct and viral engagement earned during testing.

Naytev video tests drive extensive organic growth. In the featured test below, Storyful tested 9 post variations, and the top 2 went viral.



## Featured Test: Conjoined Lizards Munch on Bugs

**Test Performance:**  
**27k** comments  
**46k** shares  
**3.8m** views  
**8m** unique impressions

storyful.

Name  
Title, Storyful

“ At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia. ”