



CUSTOMER SPOTLIGHT

NAYTEV

TechCrunch

TechCrunch

COMPANY:

TechCrunch

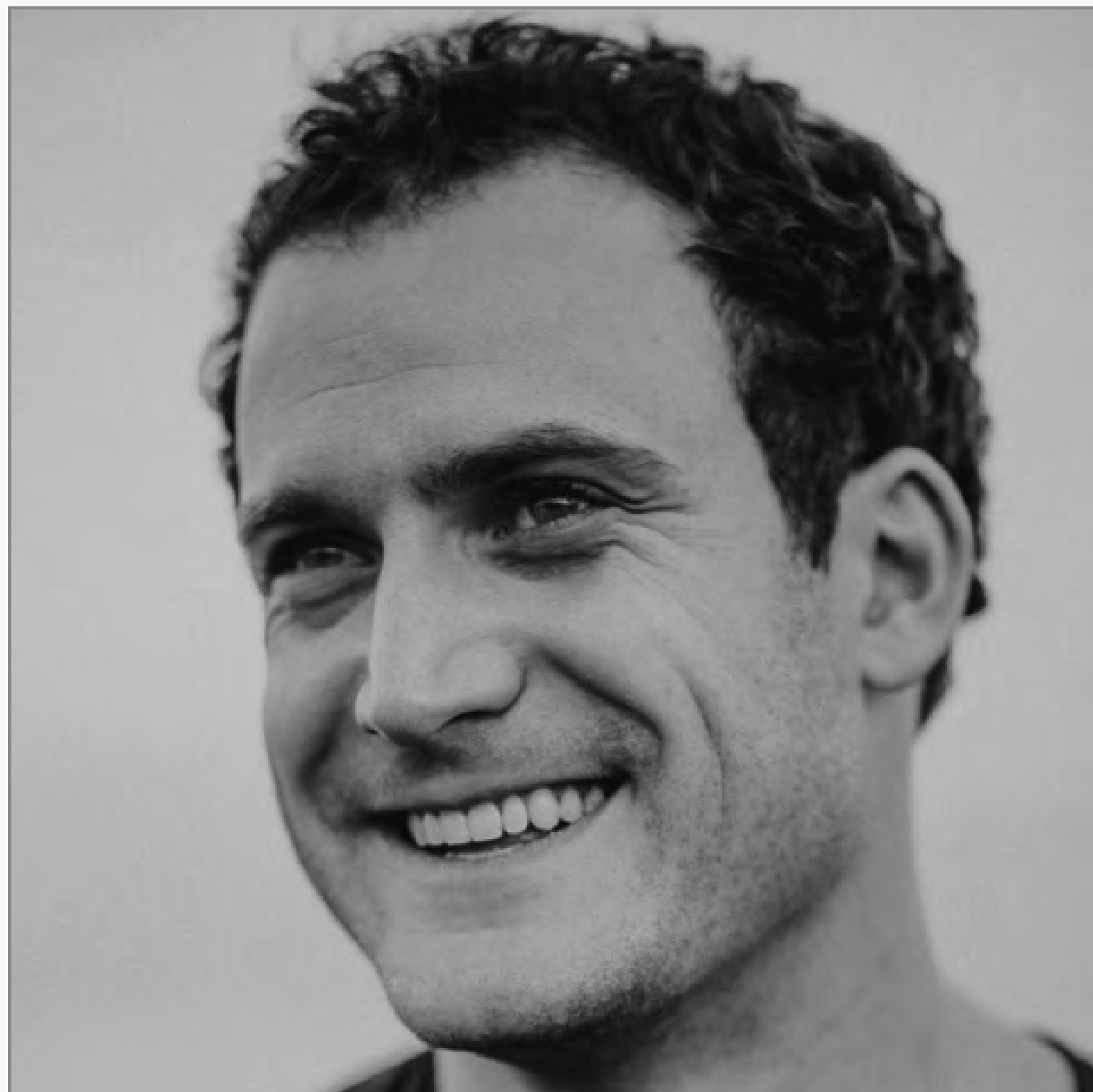
CONTENT FOCUS:

Technology news

TESTING FOCUS:

Increasing Ticket Sales &
Improving Reader Loyalty





TRAVIS

Bernard

Director of Audience Development

Naytev Expert Spotlight

Key learnings and insights from running over 1000 Naytev tests

Our primary objectives are to drive traffic to sell more tickets to our events, and to engage users at the top of the funnel to eventually convert them to regular readers or newsletter subscribers. Initially, we focused mainly on improving the performance of our evergreen content, which typically accounts for the largest percentage of traffic in a given month.

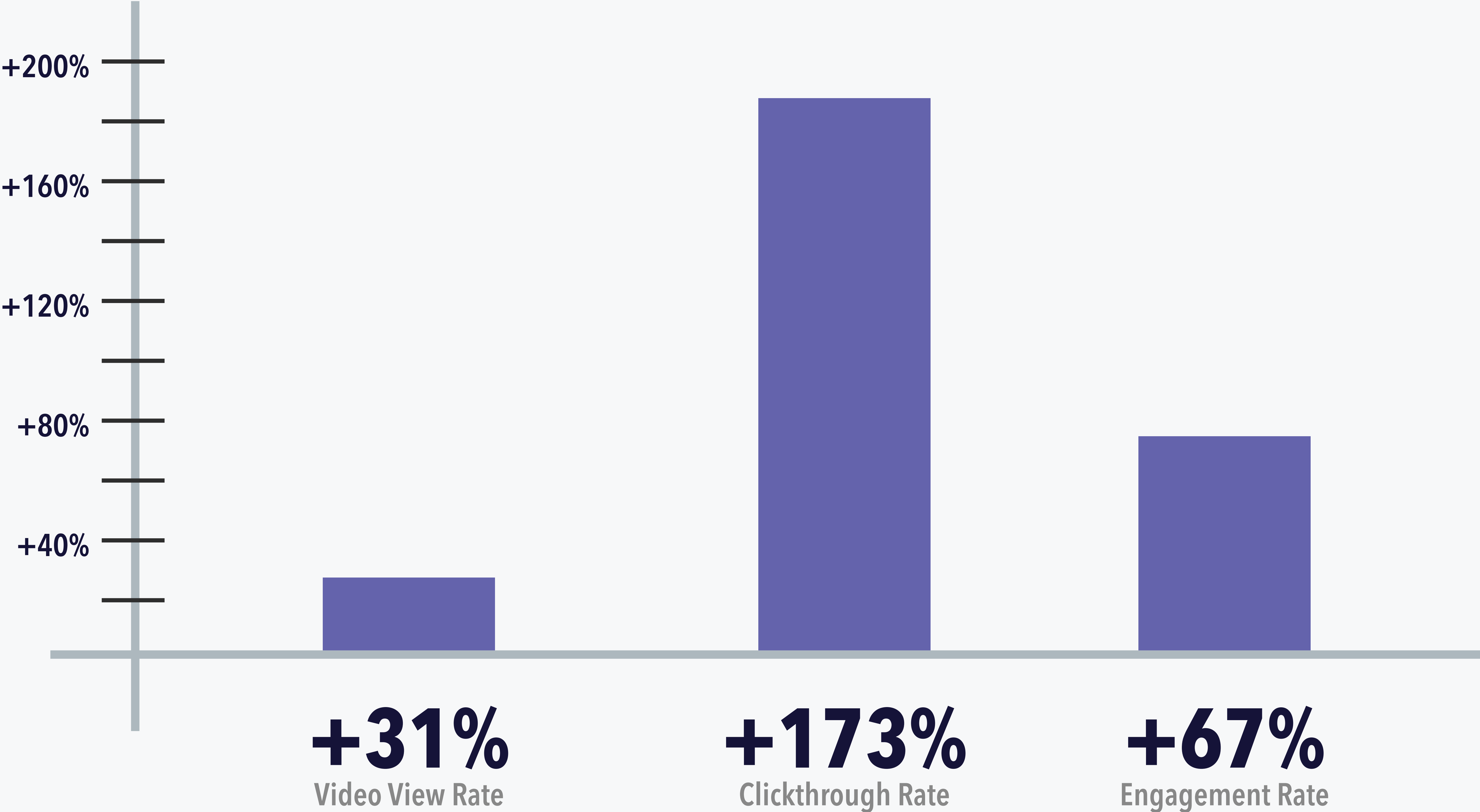
When you push a piece of content out on social for the first time, it might not perform very well, or it might perform incredibly well--in both these instances you want to try to figure out a different way to replay this content in the future. The winning creative often ends up being different than you would expect.

Naytev has also helped save money and improve performance with native advertising. It's powerful to have data to show your clients proving that a particular message actually performs better with our audience.

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HIGH IMPACT ON PERFORMANCE

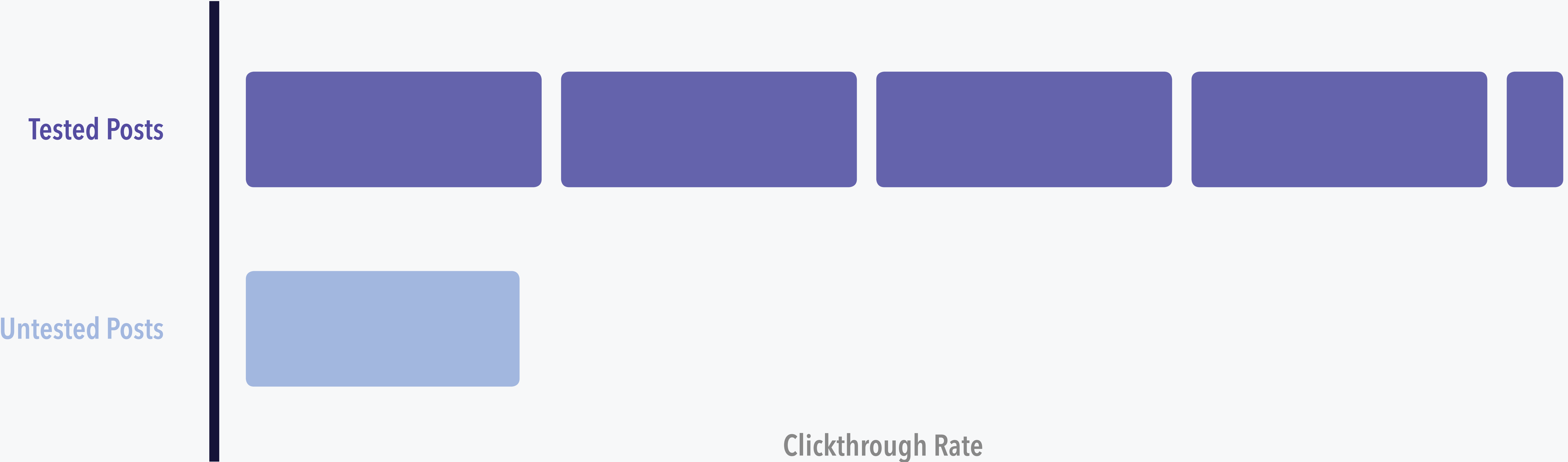
MEASURABLE IMPROVEMENT ACROSS KEY BUSINESS METRICS



TESTED VS UNTESTED POSTS

MAJOR IMPROVEMENT ACROSS A HUGE ARRAY OF CONTENT

Tested Posts Perform 4.33 times better than Untested Posts



MEANINGFUL COST SAVINGS

MORE EFFICIENTLY REACH NEW AUDIENCES



36%

Lower cost per
click



28%

Lower cost per
engagement



21%

Lower cost per
impression

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TEST SPOTLIGHT

INCREASING CONVERSION THROUGH TESTING



**Apple's iPhone X is the best phone
money can buy**

WINNING CREATIVE COMBINATION

70% Lower Cost Per Click

28% Higher Engagement Rate



ALTERNATE IMAGES

TEST SPOTLIGHT

INCREASING PERFORMANCE WITH OPTIMAL CREATIVE

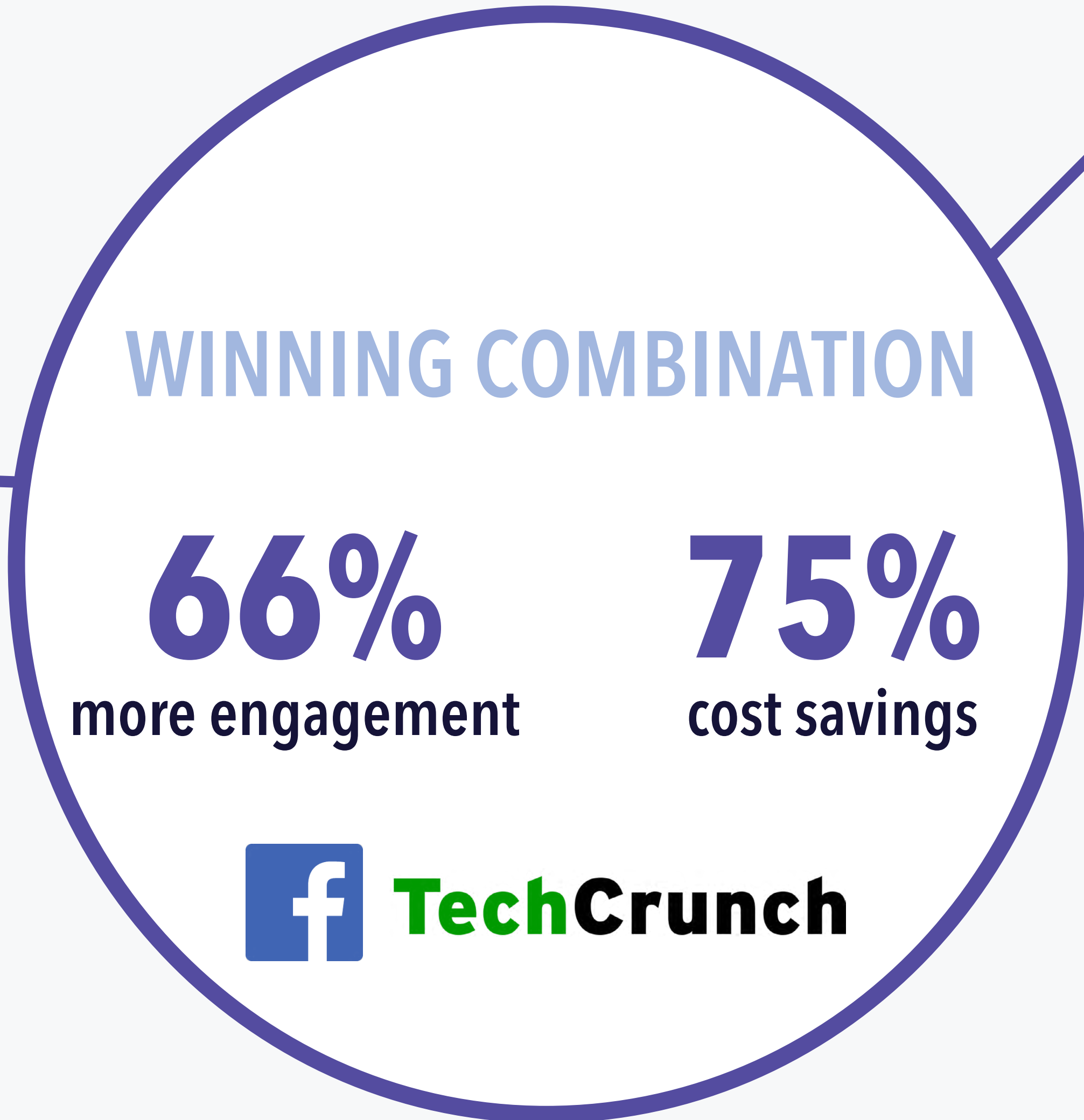
Tesla built a cost calculator to estimate how much their new Solar Roof will cost you

Tesla opens up Solar Roof pre-orders, answers the most important question: how much will it cost you?

Tesla opens up pre-orders for new Solar Roof tiles, how much are they?

How much are Tesla's Solar Roof tiles?

3 IMAGES
× 4 MESSAGES
12 UNIQUE COMBINATIONS



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

CONTACT SALES@NAYTEV.COM TO GET STARTED

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