

NAYTEV

Customer Spotlight

CLIENT



INDUSTRY

Media

CONTENT VERTICALS

Arts, Culture, News

COMPANY SIZE

3000+

SERVICES

Social A/B Testing



16 social handles

3 continents

5 teams

1,500+ A/B Tests





JACK

HANSLEY

DIRECTOR OF AUDIENCE

What does your team do with Naytev?

OUR MAIN OBJECTIVE IS TO DRIVE ANYTHING MONETIZED, LIKE TRAFFIC AND VIDEO VIEWS. BEYOND THAT ARE SECONDARY KPIS LIKE ENGAGEMENT, AND LESS TANGIBLE GOALS LIKE MITIGATING ALGORITHM, INDUSTRY, AND USER HABIT CHANGES.

Providing us an easier tool to do A/B testing has definitely been helpful in terms of increasing our performance on Facebook. We've seen higher click through rates and higher engagement rates. We also have a better idea of what works and what doesn't.

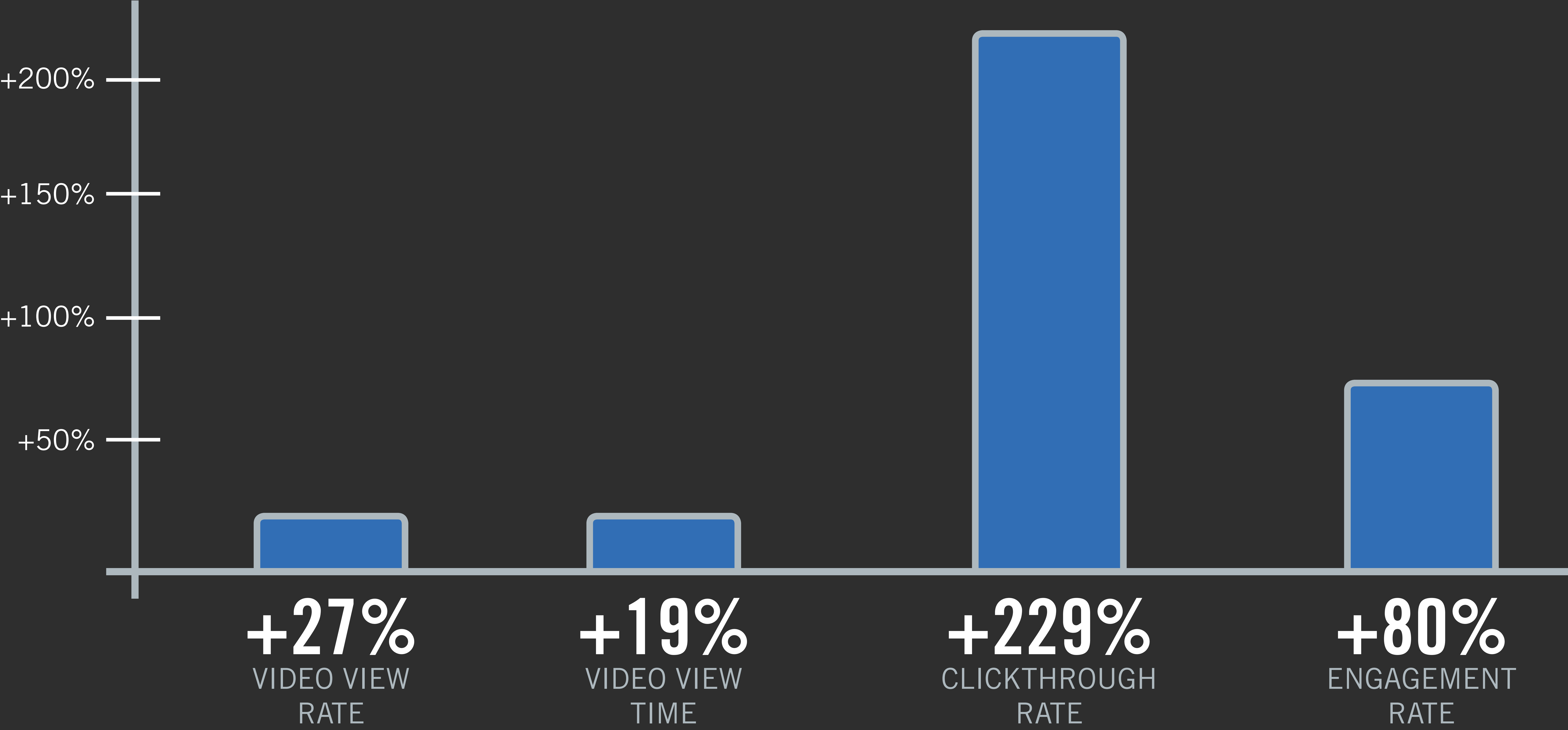
On the intangible side it gives us an easier platform to showcase how performance differs across different posts. That is something we haven't been able to show in the past, or at least not as easily as Naytev makes it. We're able to explain those differences to a much wider team so that more people can understand the benefits of testing and the differences that small changes in copy or images can make.

In terms of it increasing ROI, we have definitely seen an increase in the amount of traffic that we're able to drive to our sites.

NAYTEV

HIGH IMPACT ON PERFORMANCE

MEASURABLE IMPACT ACROSS KEY BUSINESS METRICS



MEANINGFUL COST SAVINGS

MORE EFFICIENTLY REACH NEW AUDIENCES



19%

Lower cost per
engagement



27%

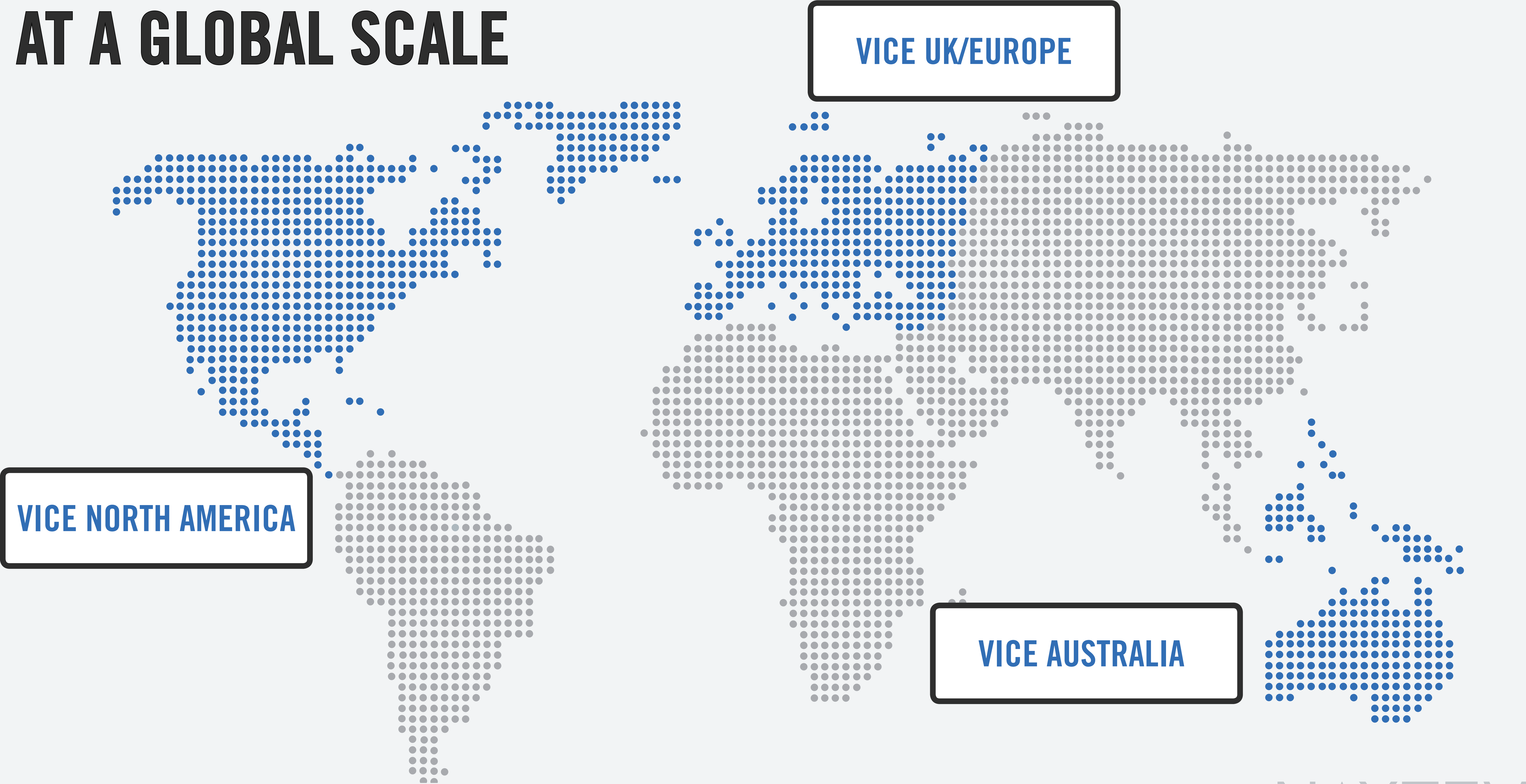
Lower cost per
click



22%

Lower cost per
view

ENABLING CONTENT TESTING AT A GLOBAL SCALE



WHY VICE CHOSE NAYTEV

IN THEIR OWN WORDS

Definitive Results



Naytev enables us to align our gut with data. We have an idea of what works, but we're never 100% sure. Naytev A/B Testing allows us to answer that definitively.

Seamless Onboarding



We were able to pretty seamlessly onboard people who were really interested in A/B Testing and Power Users of Facebook's Power Editor, as well as people that weren't. We got good feedback from both sides--easier to use than Power Editor and more convenient to use.

Easiest to Use



We wanted to find a tool that would make the creation of A/B tests easier and make the reporting easier too. We looked at a handful of solutions, but Naytev stood out as being the most user-friendly and easiest to use for creating ads and communicating the performance differences between the different ads we were creating.

NAYTEV

VIDEO TEST SPOTLIGHT

INCREASING VIDEO ROI WITH BETTER CREATIVE

3 HEADLINES
× 3 THUMBNAILS
9 UNIQUE COMBINATIONS

Will bananas as we know them go extinct? VICE ON HBO, tonight at 11.

Most of the bananas humans eat are the same kind — and it could lead to their extinction. VICE on HBO, tonight at 11.

We went to banana country in Latin America and the Philippines to investigate what the loss of bananas would really mean. VICE on HBO, tonight asst 11.

WINNING COMBINATION

+31%

Video View Rate



LINK TEST SPOTLIGHT

INCREASING TRAFFIC THROUGH TESTING



Almost half the country is controlled by the Taliban right now.



Striking Photos from Afghanistan’s Most Violent Province

WINNING CREATIVE COMBINATION

+223% Clickthrough Rate



READY TO FIND THE BEST VERSION OF YOUR VOICE?

CONTACT SALES@NAYTEV.COM TO GET STARTED



NAYTEV