

## Global Media Company Boosts Consumer Engagement by 300% With Social Content From Topsy

### OVERVIEW:

The world's largest technology media company was looking to bring relevant social media content across their properties, engage consumers and remain a trusted source for insight into technology news and trends.

Purchasing decisions in the B2B technology sector are heavily dependent upon reviews and what influencers say about specific products and services. This technology media company understood the need to connect influencers with technology readers in order to help those prospective buyers make intelligent purchasing decisions.

The company realized one of the best ways to do this was by injecting social content from influencers related to each article onto their website properties. Their challenge was figuring out how to introduce relevant social content that was not only brand-safe, but included only English language content from reputable sources. They turned to Topsy for their social content needs, delivering measurable results across multiple properties.

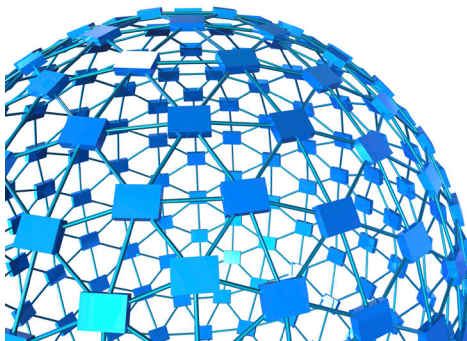
### BUSINESS PROBLEM:

This leading technology media company wanted to provide its readers with social content related to each article from influencers and thought leaders. With compelling content and trusted sources, they would achieve their goal of increasing page views and time spent on the site, in turn boosting monetization and reader participation.

Initially, they piped in Twitter feeds from keyword searches, but found a significant amount of this content was too noisy to create value for their readers. Compounding the problem, they had no way to filter out non-English language or profanity, making the content inappropriate for ad sponsorships.

### TACTICS USED TO SOLVE PROBLEM

The media company created widgets embedded on article pages that enabled readers to view related tweets to each article, as well as post and search for additional tweets.



Topsy's API was called from each widget and content from Topsy was fed into widgets across multiple properties, processing millions of queries daily. Each widget's keyword query was triggered by a word or phrase within each article and loaded with each page refresh, ensuring the social content was always relevant and up to date. Topsy's API delivered low latency, high quality social content from influential people that filtered out spam, foreign language and profanity.

### LIVE EXAMPLE OF TOPSY-POWERED WIDGET:



Figure 1: Actual Topsy-powered widget utilized on media company's sites

### RESULTS:

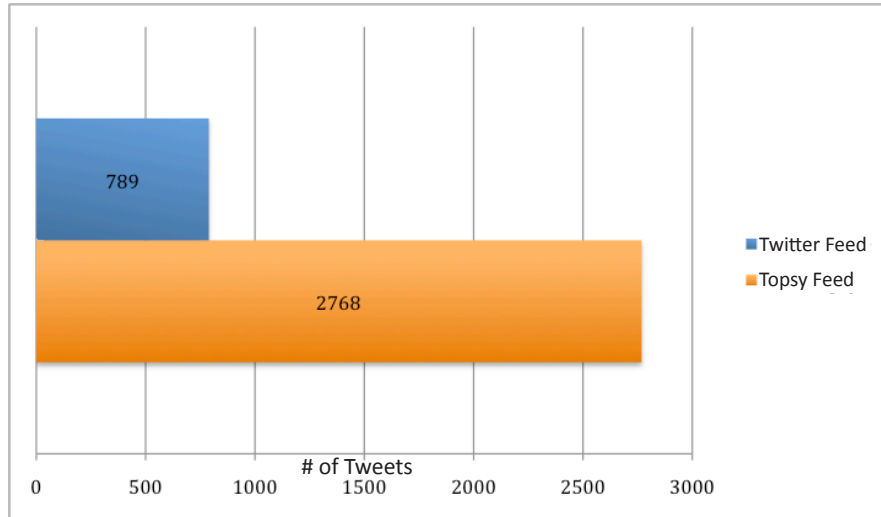
After two months and tens of millions of unique queries delivering content across a variety of properties, the results were in.

*"The improvement of what we have now with Topsy over what we had originally is dramatic. The results are more applicable to our user base, a higher quality, and far more engaging and we look forward to continuing to work with Topsy."*

— Editor in Chief

Social content from Topsy yielded a far more engaging and relevant experience for consumers. As evidenced by the company's own analytics, Topsy-powered social content delivered a massive increase in user engagement over the media company's previous social widgets:

Average Number of Tweets Sent from Widget Over 1 Month Period



**Over 250% increase in number of tweets sent\*!**

*\*Number of Tweets Sent is the number of times users would publish tweets directly from the widget*

Figure 2: Number of Tweets Sent saw a dramatic 250% increase with Topsy feeds vs Twitter feeds

Before using Topsy’s more relevant social content, the media company utilized Twitter streams within their widgets which exhibited low user engagement. After incorporating Topsy content, all sites within the media company’s portfolio saw dramatic increases in user engagement—including a more than 250% increase for Number of Tweets Sent, which far exceeded the media company’s expectations. Additionally, the widget Refresh Count, the number of times visitors would refresh the widget to view more social content, increased over 300% with Topsy.

**CONCLUSION:**

Content matters. Consumers want to engage with the Social Web—but only in meaningful, relevant ways. Utilizing Topsy’s API to improve the quality of content from the social Web dramatically increased user engagement within multiple publisher sites. Topsy provided brand-safe, noise-free content, enabling this media company’s publishers to increase engagement rates, increase page views and enable brand-safe content to be sponsored by advertisers.

**HOW TO GET STARTED:**

To experience similar benefits on your site, learn how to easily deploy Topsy Publisher Solutions by visiting [www.corp.topsy.com](http://www.corp.topsy.com) or contact [bizdev@topsy.com](mailto:bizdev@topsy.com)

**ABOUT TOPSY:**

Topsy is the fastest growing real-time search engine with the largest searchable Twitter index in the world. Founded in 2006, Topsy is funded by Blue Run Ventures, Ignition Partners and The Founders Fund. Try us out at [www.topsy.com](http://www.topsy.com)