

Grupo Nación Leverages Viafoura Conversations to Better Build a Direct Relationship with Readers and Drive Subscription Growth

The Client

Grupo Nación is a Costa Rica-based news media company and leader in the creation of diverse content. Editorially and financially independent, they develop innovative digital, radio and experiential offerings as an extension of their more traditional newsprint business.

The Challenge

Hoping to build a better relationship with their audience, Grupo Nación decided to transition away from the Facebook plugin they were using to manage their commenting. Data was a driving factor: the company wanted to access more information on reader behavior to expand their subscription base. But to accomplish that goal, they needed a tool that would let them retain first-party access to their valuable audience insights.

Viafoura's Real-Time Conversation solution, and resulting first-party intelligence, gave Grupo Nación the opportunity to adapt their business model. By bringing ownership of their entire customer journey in-house, the company could grow user subscriptions and become less dependent on advertising revenue.

The Solution

The Latin American publisher chose native registration and engagement tools from Viafoura to support their business goals. These include:



Real-Time Conversations

Enables real-time commenting, increasing interactions across users, authors and content



Ads-in-Comments

Allows media providers to place their own ad inventory within Real-Time Commenting, using their own ad server tags and yield optimization systems



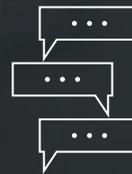
Notifications & News Feed

Ensures users never miss what's important to them, with real-time chronological lists of their chosen content, community interactions and alerts – all within a personalized news feed



User Profiles

Allows registered users to create an onsite identity and connect easily with other community members around the topics that matter to them



Follow Features & Notification Feed

Enables users to follow other members, topics and pages and get updates in their personalized News Feed



Audience Insights

Displays the impact of onsite engagement on key metrics

The Results

Shortly after introducing the Viafoura's Community Building Suite, Grupo Nación started seeing average monthly increases of 5,000 to 7,000 new users, escalating to a significant 180% lift in total new registered users in the third quarter of 2018.* Viafoura Real-Time Commenting allowed for fast, scalable growth for their subscription business model, while ensuring they retained and owned all of their first-party data insights in-house.



Increment of
5,000 to **7,000**
new users

180%

Lift in total **new registered users** in the third quarter of 2018.

Viafoura Community Building Platform has allowed us to achieve fast, scalable growth of subscribers while retaining all of the first-party data insights in-house. The platform integrated with our existing systems easily and is achieving the results we are after.

— Felipe Castro, Digital Marketing and Subscription Sales

The Conclusion

Grupo Nación can now leverage first-party insights to optimize their users' experience. Through an in-depth understanding of their audience behavior, they have been able to continue to build on their rapidly growing subscription base.

The company can also surface their own ad inventory within their engagement tools, for complete control of the user experience, reduced load times and oversight over all of their ads-in-comments inventory. And by utilizing Viafoura's real-time data APIs, they can connect to additional systems and offer advertisers more sophisticated metrics, better driving their business goals.

Build. Manage. Monetize.
Schedule a live demo with Viafoura today.

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