

# Overcoming Resource Limitations: How Griffin Communications **Increased Monthly UVs by 500K**

## THE CHALLENGE

For Griffin Communications, a local news media company in Oklahoma, pursuing effective ways to engage its digital visitors has been a constant effort. However, its small staff size and restricted budget were major roadblocks on the path to building a highly active, loyal audience. Griffin wanted to create positive experiences and nurture its digital community like an enterprise, without draining resources.

### An Undeniable Need for Deeper Engagement

While readers depend on Griffin Communications for critical weather and tornado updates, the organization experienced periods of low online traffic during good weather. As a result, the company struggled to win over audience attention consistently.

Griffin needed a solution that would elevate the content-reading experience to successfully engage and monetize its audience, regardless of the weather.

### Frustrated With Basic Commenting Systems

In an effort to better engage its audience, Griffin Communications tested both a homegrown commenting widget and Facebook Comments on its websites. Unfortunately, neither solution offered proper moderation or data collection, which jeopardized the organization's reputation to advertisers and community members. Griffin's staff also quickly realized that not all audience members wanted to make a Facebook account just so they could leave a comment.

Griffin wanted to add value to its community through social experiences, without sacrificing conversation quality, first-party data or ad dollars.

### Losing Control to Social Media

But on social media, the organization has little control over its community, insufficient access to engagement data, inability to fully monetize follower interest, and subject to Facebook's algorithm changes.

To regain control over its audience and maximize related revenue streams, the company needed to build engaging experiences directly on its own properties — without exhausting company time, energy and money.



“My experience with Viafoura has been overwhelmingly positive. Their account reps and managers reach out to us regularly to help us with challenges or show us new ways to use their products. I highly recommend their products to any publisher hoping to add community engagement to their sites.”

— **Richard Cox**  
Director of Digital Services

## THE SOLUTION

As a member of the Local Media Consortium, Griffin Communications was able to access Viafoura's Audience Engagement Suite without straining its budget. The Viafoura solution has enabled Griffin to consistently build value for visitors, leading to registration growth, increased engagement across topics and greater revenue potential.

### Enterprise-Level Engagement Opportunities

Even with a tight budget and limited manpower, Griffin enlisted the help of Viafoura to deliver captivating social experiences to digital visitors in a highly sophisticated way. Viafoura Solutions — including Conversations, Community Chat and Trending Conversations — gave Griffin the power to regain control of its audience by encouraging engaging conversations to take place directly on its websites. Creating engagement on their site beyond weather.

Providing users with regular interactive experiences has allowed Griffin to operate like a much larger enterprise, boosting visitor interest around its content with ease.

Ultimately, the partnership between Griffin and Viafoura has been critical in unlocking consistent audience growth no matter what the weather's like.

### Maximizing Revenue

Increasing revenue has been an absolute priority for Griffin Communications — and Viafoura's tools offer significant revenue-building opportunities.

With ad placements available directly within its solutions, Viafoura is helping Griffin earn advertising revenue by serving up ads to the most engaged and active audiences. First-party user data can also be extracted from Viafoura's tools to better inform Griffin's audience growth and monetization strategies.

### Shaping Positive Discussions With Intelligent Moderation

Rather than becoming overwhelmed by trolls and misinformation, Griffin's team has been able to rely on Viafoura's automatic moderation engine to effectively eliminate offensive comments instantly with a 0.014% margin of error. Not only has this AI-driven tool prevented the organization from having to moderate every comment manually, but its moderation algorithm also adapts to Griffin's community guidelines. That way, conversations remain productive and positive as comments increase and discussion topics evolve.

By keeping toxicity off of its digital social spaces, Griffin is protecting people and reinforcing its reputation as a trusted resource to audience members and advertisers.

## RESULTS\*

**500K** additional unique visitors each month



increase in registered users quarter over quarter



growth in comments quarter over quarter

4x

growth in likes quarter over quarter



increase in daily logged in users quarter over quarter



increase in time on site quarter over quarter

*\*Results are based on data collected from time of launch April - September*