

El Tiempo drives engagement by increasing pageviews and attention time with the Viafoura Community Building Platform

The Client

El Tiempo is a leading Colombian news source, providing news to the country for over a century. It aims to inform and entertain its 7.5 million users with its website, printed papers and TV channels.

The Challenge

Following more than a century of providing top news and content, El Tiempo saw a compelling need to continue developing its readers' connection with the El Tiempo brand. With this goal in mind, El Tiempo aimed to deepen audience engagement, as well as to have a clearer understanding of the way its users interact with one another and its content. This led to significant website design changes and an opportunity to re-evaluate El Tiempo's current commenting platform.

El Tiempo struggled with an outdated commenting platform, scarce audience insights tools and limited opportunities for users to interact with its brand. After evaluating the possibility of maintaining a proprietary commenting system, El Tiempo decided to employ the Viafoura Community-Building Platform due to its ease of implementation and variety of engagement and analytics capabilities.

The Solution

Because valuable user comments are key to increasing engagement, El Tiempo is now supported with a variety of comment-focused tools that provide multiple levels of engagement across the site. Tools that promote social sharing and provide valuable feedback work to positively drive El Tiempo's brand and allow for strategic back-end adjustments to content. These tools include:



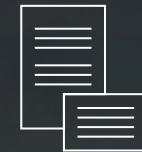
Real-Time Commenting

Enables real-time conversations to increase interactions across users, authors and content



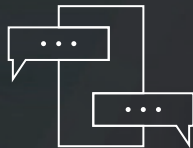
Anonymous/Registered Integration:

Allows both anonymous and registered users to comment and participate in the conversation



Editor's Picks

Highlights best comments to encourage quality commenting



Social Share Bar

Enables users to quickly share articles to social media



Audience Insights

Displays the impact with on-site engagement on key metrics

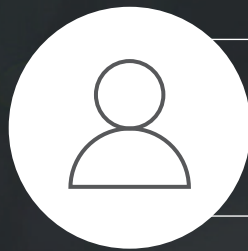


Spanish Localization

The Viafoura Community-Building Platform in Spanish

The Results

El Tiempo saw the following lift in engagement since implementing Viafoura:



7 min average attention
time per user

55%

Increase in pageviews

64%

Increase in attention minutes

52%

Increase in comments

30%

Increase in commenters

85%

Increase in replies

82%

Increase in likes

Viafoura's platform provides our audience with new ways to engage with our website, while it gives us a clear view of important audience engagement metrics and our performance.

With our new engagement and analytics capabilities, we're proud to report continual improvements in our pageviews, time on site and online interactions."

— Miguel Castro, CTO

The Conclusion

Viafoura has helped usher in a new era of El Tiempo's 100-year-old brand by bringing the company into the digital, audience-driven space. Using Viafoura's engagement tools, El Tiempo has increased its capacity to engage with its community members, empowered its audience to connect with each other and encouraged them to extend the community to new members. This resulted in a significant increase in overall website interactions, such as likes, comments and replies, while lifting pageviews and attention time.

Ready to engage, discover and grow your audience?
Schedule a live demo with Viafoura today.

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