



Turbocharging Engagement

through Viafoura's Auto-Moderation at GEDI Group

Challenges

Before implementing Viafoura's auto-moderation, GEDI Group experienced a lack of user engagement; a conservative pre-moderation approach was initially adopted where users had to wait an average of **18.4 minutes** for their comments to be moderated, hindering real-time interaction. Human moderation services were costly and users expected immediate visibility of their comments, which was not possible with a manual pre-moderation system.

The primary goal of implementing Viafoura was to enhance user engagement and foster community growth, ultimately increasing conversion to registration. Recognizing the need for real-time interactions, GEDI Group sought an automated solution to replace the pre-moderation approach. Viafoura's Auto-Moderation was chosen to **enable swift moderation and enhance the overall user experience**.

The implementation process was seamless, requiring no technical modifications for GEDI, with a hands-on approach from Viafoura moderation teams to better understand their unique guidelines. Post-implementation, GEDI Group received assistance in understanding how to manage rejected comments and gained insights into the workings of the auto-moderation system, reporting and best practices around continuing to evolve the AI tool.



The adoption of the automoderation has been a huge improvement for GEDI. None of the actions put in place before has given the same boost we got after the implementation of automoderation, considering the number of active users, their engagement and the number of comments posted.



— **Davide Caricato**
Business Relationship Management



GRUPPO EDITORIALE

GEDI Group, The number one Digital Media company in Italy reaching over 5.5 million daily listeners and readers, faced challenges with low user engagement due in part to slow moderation times on their digital platforms. In short, their community was growing so quickly that moderation and engagement teams found it overwhelming to keep up. This created a low engagement loop among users as they waited for moderation decisions, leading to the pain of lacking real time conversations. This case study explores the challenges faced, the decisions leading to the successful implementation of Viafoura Italian auto-moderation, and the smashing results around user engagement and operational efficiency.

Key Wins

33%

Increase in
Comments

57%

Reduction in
Human
Moderation
Volumes

85%

Real-time
Moderation
Activation

19%

Growth in
Commenters

33% Increase in Comments: Enabling real time conversations made way for more active conversations. Within the first few months, there was a substantial rise in total interactions, absolute comments, and average time spent on pages.

57% Reduction in Human Moderation Volumes: Auto-moderation alleviated the workload on human moderators, allowing them to focus on more complex tasks.

85% Real-time Moderation Activation: 85% of comments went live in real-time, meeting user expectations for immediate visibility.

19% Growth in Commenters: The user base participating in comments experienced substantial growth.

Viafoura's Auto-Moderation played a pivotal role in transforming GEDI Group's user engagement dynamics, and has opened a new, thriving chapter of community growth. The results showcased the effectiveness of auto-moderation in driving engagement while significantly reducing the workload for human moderators, freeing up valuable time to focus efforts on community growth and further engagement actions to drive registered audiences. With these results GEDI is expected to double their community volumes next year continuing to drive their strategic objectives.

Onwards and upwards!