

# **Large Sports Media Company** Boosts Website Engagement by 25% with Viafoura Community Building Suite

## **The Challenge**

Reaching over 30 million users, this leading sports media company is committed to driving fan engagement with their real-time scores, highlights and news.

While sports is not without its debates, they found that the occurrence of personal attacks between fans reduced their website's overall online engagement and required them to spend many resources moderating online discussions.

## **The Solution**

This large sports media company teamed up with Viafoura to increase fan engagement and provide an online space free from personal attacks. Using the Viafoura Community Building Suite, which includes user registration, commenting, engagement and moderation tools, they were able to increase fan engagement, uphold their community guidelines, and reduce moderation costs.

## Their customized Audience Development Platform includes:



### Gamification

Users are given rankings and badges based on the frequency and quality of their online interactions



### Real-Time Conversations

Users can add comments, images and videos to the comment section in realtime; users can easily share their favorite comments to social media



### Follow Features

Users can follow their favourite users and pages to never miss an update



### Intelligent Auto Moderation

Automatically detects and eliminates spam, foul language and personal attacks within website comments



### Community Moderation

Moderators can give timed user bans and set flagging thresholds; users can dislike and flag comments and mute other users

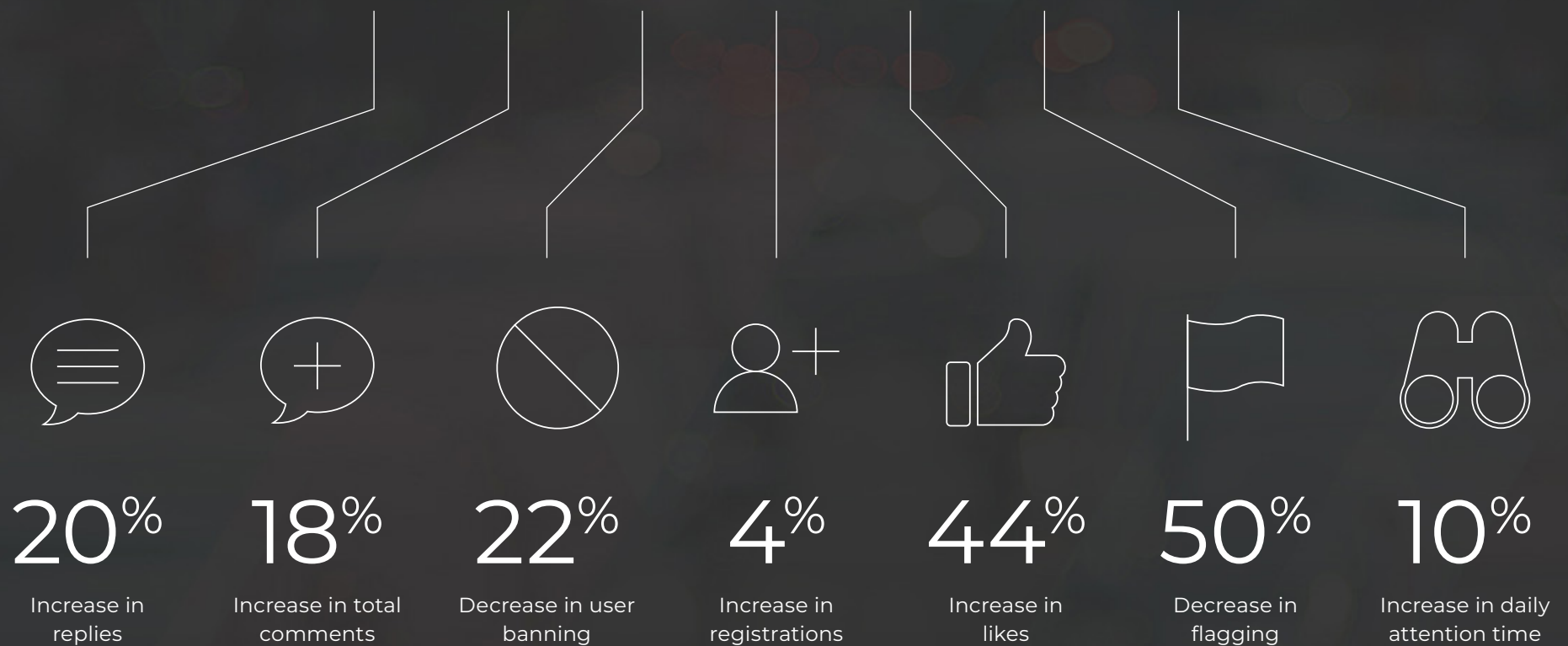


### Audience Insights

Captures the impact of engagement on metrics like pageviews, attention time and loyalty in real-time

## The Results

With Viafoura's engagement tools, the client experienced a significant increase in engagement:



# 25%

Increase in overall  
engagement

## The Conclusion

With a 25% lift in engagement, this large sports media company has been able to successfully grow their online community and create a more loyal core audience. After implementing the Viafoura Community Building Suite, their average monthly audience increased by 42% year-over-year.

They were also able to free up 80% of the time and resources that they were spending on manual pre-moderation, enabling their community managers to focus on creating genuine interactions with their community.

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Ready to engage, discover, and grow your audience?  
Connect with us today.

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