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Pelmorex Corp. Calls on Viafoura to Help Expand Active Community Membership By Over 50 Percent

The Client

The company behind The Weather Network and MétéoMédia, Pelmorex Corp. is dedicated to providing consumers and businesses with hyper-local, reliable and, most up-to-date weather information available.

Servicing millions of weekly users across websites, apps and television networks, Pelmorex is Canada's most popular weather-forecasting destination, and has a wide and growing reach across markets in four continents.

The Challenge

Hoping to cement their position as the online destination for weather and weather-related news, Pelmorex started looking for new ways to build their audience and create a more active and engaged community around their content. To do so, they wanted to build added value for their audience by giving users a chance to connect more frequently on their platforms, in a localized and real-time way – just like the weather.

To accomplish those goals, the company knew they needed to improve their onsite user registration and implement a single sign-on across their entire network. Enhancing their community standards was also a priority to encourage confidence in their brand and make users more comfortable interacting with their community in a respectful environment. These additions to their online offerings, Pelmorex hoped, would create new opportunities for engagement, increase user interactions and build audience loyalty.

With that in mind, Pelmorex began searching out a technology solution that would help them meet their three primary objectives: enhancing their community standards, increasing registrations and driving user engagement.

The Solution

Pelmorex Corp. implemented Viafoura's Commuity Building Suite to encourage commentary, increase participation and enhance the community standards on their sites, including:

Conversations

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

Intelligent Auto Moderation

Automatically detects and eliminates spam, foul language and online harassment

Community Moderation

Moderators can ban users temporarily, while users can mute others and flag and dislike comments

User Profiles

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

Personalized News Feed

Offers users the ability to receive personalized weather alerts and receive updates on breaking news and comment threads of their choosing

Audience Insights

Displays the impact of onsite engagement on key metrics

The Results

Within six months of implementation, results were clearly visible. Users were intuitively able to learn and start using the new engagement tools, and The Weather Network saw the following quarter-over-quarter results:*

50%

Increase in active community web memberships

4.5^x

Increase in tracked pageviews

3^x

Increase in recorded attention minutes

327%

Increase in user interactions

122%

Increase in total comments

272%

Increase in replies

219%

Increase in total likes and dislikes

39%

Decrease in flagging rate

At Pelmorex our integration of Viafoura's commenting functionalities on our websites (June 2017) has been a significant contributor to the steady increase in the number of registered users; active monthly community membership on the web platforms has grown by over 50%..

— Sylvia Neill, Lead, Web & Emerging Technologies

* Changes tracked from Q3 to Q4 of 2017

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We will continue to focus on growing our digital community to improve engagement on the websites and apps. This includes investing with Viafoura and expanding the suite of features offered by the platform. The community as a whole encourages user interactions and repeat visits, as well as content consumption. In terms of user engagement, we have found that compared to non-registered users, registered users visit 31.5% more pages per visit, and more significantly, visit our properties 233% more times per month.—

Carrie Lysenko, Head of Digital,
The Weather Network & MétéoMédia

The Conclusion

With the help of Viafoura Community Building Suite and moderation tools, Pelmorex Corp. has been able to meet and exceed its original goals, creating a value exchange to drive user registration, enhancing community guidelines with automated checks and balances in place, building audience loyalty, and increasing engagement to an all-time high.

The result is a growing community that Pelmorex hopes to only enhance further in the coming quarters. As they focus on their next engagement goals, the company expects to call on Viafoura again, to implement content follows, initiate browser-based push notifications and introduce the Viafoura usercontrolled preference center – all to create a more personalized experience and foster loyalty and further growth within Pelmorex's online communities.

Ready to build a direct relationship with your audience?
Contact an audience engagement specialist today.

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