

How Sonoma Media Investments improved discoverability, personalization, and recirculation - **driving a 5.8x increase in Anonymous to Active Engaged Users**

THE CLIENT

Sonoma Media Investments (SMI) is an independent, privately-owned multimedia company whose investors recognize the value of quality local journalism. Their online publications include The Press Democrat (the flagship daily), The Sonoma Index-Tribune, and the Petaluma Argus-Courier.



THE CHALLENGE

SMI's sites provided access to a community, but the challenge for its readers was that they needed to be made aware the community existed.

Readers would have to go to the bottom of an article page to discover the active conversations. The registered readers were also not notified that conversations were taking place on topics they were interested in, nor were alerts provided that a reader's comments were responded to, liked, or disliked.

As a result, Sonoma Media began looking for a solution that could drive a vibrant and healthy commenting environment while increasing traffic to new and trending articles.

THE SOLUTION

SMI's goals were to increase page views, reader engagement, ad revenue, and grow registrations. With this in mind, they implemented Viafoura's Conversations, Moderation, Notification Bell, and Broadcast notifications.

With Conversations and Moderation, they now offer their readers a healthy, interactive commenting environment that enables the engaging, civil exchange of opinions. In a short time **SMI experienced a significant lift in both page views and time in comments - demonstrating a definitive increase in community engagement.**

With the addition of the highly visible **Notification Bell** at the top of each page, unknown users are made aware of the active community and registered users are notified of replies and "likes" to their comments. This simple, but significant implementation, **drove a huge increase in conversions from anonymous to active, engaged readers.**

SMI also implemented Broadcast Notifications as part of their solution. They now alert all known and unknown readers to selected articles, breaking news, or other top stories - increasing their Pageviews per reader by almost 100%.



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This initiative has been a great success. Viafoura's expertise throughout the process has been impressive, and we are now seeing results that help us achieve our KPIs - increased page views, reader engagement, ad revenue, and registrations!

— Annika Toernqvist

Chief Digital Officer, Sonoma Media Investments

RESULTS*



Increase in
Pageviews per
user

583%



Increase in
Anonymous to
Active,
Engaged User

85%



Increase in
registered to UGC
contributors

14.6%



Increase of
impressions in
commenting
section - driving
ad revenue

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