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How Swift Communications **Increased Audience Engagement 2.6X** and Identified Untapped Revenue Opportunities

THE CHALLENGE

The team at Swift Communications has approached commenting and moderation in various ways over time, but four challenges have prevailed: poor end user experience that impeded engagement, the inability to collect actionable data, missed monetization opportunities in the comment section, and the burden that manual moderation put on the editorial teams across Swift's 16 media properties.

Low Engagement & No Audience Data

Previously, frustration abounded as Trent and Mike used Facebook Comments. Not only did the commenting platform have a counter-intuitive interface, but it also excluded end-users that didn't have a Facebook account, resulting in low engagement. The only insight Swift had into those who were participating in the conversation was a profile name. Without access to user and behavioral data, they were missing opportunities to personalize the experience and foster more engagement.

Missed Ad Revenue & Exhaustive Moderation

They were also missing the chance to generate additional revenue, as Facebook Comments didn't offer the capability to place ads where users were engaging: the comments. Finally, the editorial teams were overwhelmed by spam comments, and limitations in the back end often meant that they were unknowingly doubling up on moderation efforts, wasting time and resources.

Requests to Facebook Comments for support and product improvements were either met with silence or refusal. It was time for a change.

SWIFT COMMUNICATIONS
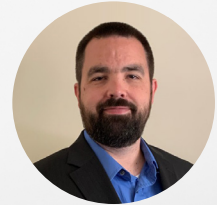
> " Viafoura has helped us engage our audience in ways we hadn't ever imagined, and our relationship with them is more like a partner rather than a vendor. We're constantly working together and it's obvious they're invested in our success. "

— **Trent Covert** | Director of Technology

THE SOLUTION

Trent and Mike knew that there had to be a better way to manage comments, and found it — along with other benefits — in Viafoura.

Democratized Commenting

Using the Conversations tool has effectively democratized commenting across Swift's publications, allowing users to log in with an email or social profile. Readers can now tailor their experience by following topics, reporters, or other commenters. After creating this FAQ for users to navigate the new, feature-rich world of commenting, Swift has gotten feedback that the Conversations interface is intuitive and easy to use.

Access To First Party Data

The elusive quest for data has been solved now that Swift owns all first-party data generated by Viafoura's engagement platform. This information is being used to successfully personalize the reader experience through content and advertisements. With Viafoura, Swift can also see what content is generating the most engagement, and further optimize its publications to promote more clicks and time on site.

More Revenue Channels

Thanks to Viafoura's flexibility on ad placement, Trent and Mike have successfully expanded Swift's revenue channels by placing ads within the comments, effectively monetizing the section of the page with the highest user engagement.

Moderation Made Easy

Last but not least, Swift's adoption of Viafoura's Automatic Moderation tool has made a significant internal impact. Always running in the background on comment streams, its algorithm flags and removes spam or offensive content in real time. Batch moderation and queues in the back end have removed any risk of Swift's teams doubling up on work, increasing efficiency. Overall, the editorial teams can finally spend less time moderating. **Now they can focus on creating top-quality content and engage in productive conversations with users, helping to boost engagement and provide a better experience for readers.**

RESULTS

2.6ˣ increase in comments since switching from Facebook Comments

70% reduction in moderation time

78% increase in contributors since launch

1.8ˣ increase in Avg. Time on Page/Reader

99% reduction in spam comments

> The implementation of Viafoura was almost flawless and since then, our engagement rates have increased dramatically. Plus, we've gotten great feedback from both our internal teams and end users about how easy it is to use.

— **Mike Ferrari |** Digital Products Manager

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