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NEVER MISS A STORY.

Newsner

CASE STUDY

HOW TO CREATE A WORLD LEADING VIRAL BRAND

CASE NEWSNER




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+3.8m

GROWTH IN
ENGAGEMENT PER
WEEK



+1.24M

GROWTH IN ENGAGEMENT
ON FACEBOOK PAGE *



+5m

NEW PAGE LIKES

* Within 12 months



“With EzyInsights, we became a world leader in viral content and one of the top 5 destinations for native advertising.

Without EzyInsights, our phenomenal growth would not have been possible. Every member of the team uses the tool, it has become an integral part of our workflow.”

JOHAN RINKER
C.E.O.

NEWSNER

company**BACKGROUND**

Newsner were one of the earliest adopters of EzyInsights back in 2014. From a small ambitious team with a single website and Facebook page, to one of the world's most powerful content distributors with over 40 active Facebook pages serving hundreds of millions of video views per month to audiences around the world.

During 2016-2017, Newsner's weekly engagement rose from around 1 million to nearly 5 million. At the same time, their usage of EzyInsights rose by 240%.



INDUSTRY:
Viral News
Publisher



LOCATION:
Stockholm,
Sweden



COMPANY SIZE:
51-200 People



**EZYINSIGHTS
USERS:**
63 People

challenge

GROWING DIGITAL AUDIENCES

As a viral publisher and platform for native advertising, the core capabilities for Newsner are understanding audience behaviour online: What type of content different audiences engage with, how long content lives on Facebook, optimising for the newsfeed algorithm and being the first to find and share compelling content.

Before EzyInsights, content discovery was a manual, resource-intensive process. Lists of websites and sources were scoured for relevant content. As these lists grew longer, Newsner needed to update and improve their approach to content discovery. EzyInsights enabled them to see all these sources and many more at a glance and in context of engagement they had generated.

“ Thanks to the speed of EzyInsights and an efficient editorial setup, Newsner’s team were able to spot potential viral stories faster than anyone else. ”

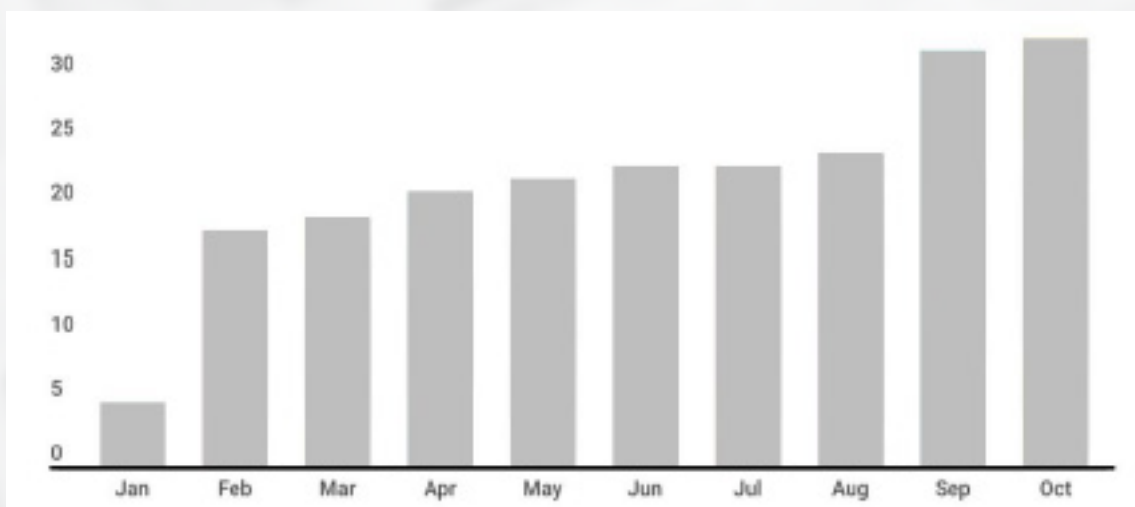
JOHAN RIKNER
C.E.O. NEWSNER



In August 2017, Newsner served over 900 million video views

Since starting to use EzyInsights, Newsner has become one of the world's top publishers in terms of Facebook engagement, growing from 5 to 38 employees. Their portfolio of over 40 Facebook pages in 17 territories includes The Animal Bible, Hockey Bible and Newsner.com.

INCREASING ENGAGEMENT BANDWIDTH



Not satisfied with increasing engagement on their existing pages, Newsner used their established formula to create many new pages across different territories. This parallel approach to page building allowed them to scale up their total presence and exponentially increase engagement during 2017.



directing
TRAFFIC

While on-post engagement is a key part of Facebook success, most publishers are using that to eventually drive people to their own websites. Web shares - the number of times an article's URL is shared on Facebook by anyone, is a key indicator of traffic driven to a domain from the social platform. Newsner's web shares rose by 89% (360K weekly web shares) over 2016-2017.

WEB SHARES

WEB SHARES TO NEWSNER.COM DOMAIN



FACEBOOK ENGAGEMENT GROWTH
ENGAGEMENT GROWTH ACROSS ALL NEWSNER PAGES



A selection of Newsner Brands



ABOUT THIS CASE STUDY

THIS STUDY HAS BEEN CONDUCTED BY EZYINSIGHTS – THE FASTEST NEWS GATHERING TOOL FOR NEWSROOMS AND JOURNALISTS.

WE HELP PUBLISHERS IMPROVE THEIR EDITORIAL WORKFLOW

CONTACT

WWW.EZYINSIGHTS.COM
INFO@EZYINSIGHTS.COM

MANNERHEIMINTIE 15 B B
2ND FLOOR
00260 HELSINKI
FINLAND

- 01** EFFICIENT NEWS GATHERING
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Newsner

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