

keywee

How *New York* Magazine owns its audience

New York Magazine's Digital Transformation

Since its founding in 1968, *New York* Magazine has been the publication of record reporting on culture, politics, and style from the New York City point of view. Over the past decade, the company has undergone an impressive online expansion, turning its vertical-specific properties into premiere digital destinations. Among them are popular sites like Vulture, a leader in entertainment and pop culture news, Grub Street, the definitive guide to New York dining and national food trends, and The Cut, an outlet helping women stay up-to-date on the latest fashion and news that matter most to them.

Each of these brands boasts an impressive online following, largely due to the efforts of *New York* Magazine's skilled audience development team. Not only is the team responsible for driving traffic to its various sites, it's also charged with converting users into loyal site visitors, email subscribers, and social media followers. As a result of these efforts, *New York* Magazine's website pulled in 28 million monthly unique visitors in November, a new record for the company and up 80% over 2015.*

Owning Your Audience > Renting Your Audience

To find audiences for its content, *New York* Magazine, like nearly all publishers, supplements organic traffic with paid acquisition channels. Social media audiences can be challenging, however, as users often click on Facebook posts but may not come back to the site for repeat visits at a high rate.

The *New York* Magazine team consistently looks to find solutions that will drive qualified users who will re-engage with their content and eventually become avid, loyal site readers. For help finding the right readers for their content, *New York* Magazine partnered with Keywee.

Results

With Keywee's help, *New York* Magazine has been able to reach their ideal readers at a cost-effective price.

Keywee's software analyzed *New York* Magazine's site articles using natural-language processing. Keywee essentially "read" each article, picking out unique keywords and phrases that best captured what the content was about.

Next, based on the results from the text analysis, **Keywee's algorithms identified the audiences most likely to engage with the content from the 18 million audiences available on Facebook.** To *New York* Magazine's advantage, these algorithms also incorporated insights from all prior Keywee campaigns, helping ensure the best audiences possible at a low cost-per-click.



Finally, Keywee's software automatically created hundreds of sponsored Facebook posts promoting *New York* Magazine's articles to the target audiences. Each post was promoted with a bid optimized for the selected audience, resulting in higher than average click-through-rates and cost-per-clicks well below *New York* Magazine's target price. In fact, with Keywee's help *New York* Magazine was able to achieve CPC rates that were 30% lower than their goal. As an added perk, Facebook posts promoted through Keywee enjoyed a 10% average lift in organic traffic thanks to the high rate of promoted post engagement.

-30%
REDUCTION IN CPC

+10%
LIFT IN ORGANIC TRAFFIC

> "Working with Keywee is really exciting because it allows us to expand our reach to target more of the right audiences.

Brooklyn Presta
Audience Development
New York

Working with Keywee has helped *New York* Magazine cost-effectively scale its audience development efforts on Facebook for various sites such as The Cut and Vulture. By targeting Facebook audiences highly relevant to its content, *New York* Magazine has been able to optimize its paid social acquisition strategy and drive significant traffic to its sites.

* according to Harvard's NiemanLab

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Connecting stories with people who act.

Keywee enables the creation, distribution and measurement of content that drives business results.

Attract new customers, subscribers and signups. Expand your readership. Increase brand awareness and engagement. Boost your branded content initiative.

PureWow.

"At the most basic level, they **find the right audience for the content**. There's an audience for every piece of content out there. You just have to find it."

- Anna Lee, senior director of marketing

The New York Times

"Keywee has been **one of the best ways we've found** to [identify loyal subscribers]."

- Mat Yurow, director of audience development

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how it works

Keywee offers publishers a new approach to content distribution and performance measurement. Its revolutionary platform employs advanced text-mining technology and a vast database of historical content performance to help publishers find the audience most likely to meet specific business goals for their content.

1
Scans your content to understand what it's about

2
Finds audiences on Facebook, Instagram, and Yahoo that will act on the content, in line with your business goals

3
Automatically generates numerous variations of paid posts, recommending optimized bids for each selected audience

4
Measures and reports on the performance of your content across channels

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