

— *Growing a High Quality Content Audience* —

A CASE STUDY

Financial management is usually a hard topic to get people to think about everyday. But everyday, financial decisions large and small are made. **Citi's Women & Co.** aims to change this and make financial management part of the everyday conversation for women. Through a mix of news, education and commentary, Citi's digital destination provides timely and compelling hooks that make personal finance relevant to everyday life. And to grow their audience, they recently turned to Promoted Discovery from Disqus.

Reaching the Disqus Audience

Promoted Discovery uses contextual relevance of a user's reading and commenting history to make appropriate content recommendations at the point of discussion. It's a combined quality and quantity solution for advertisers looking to make page-view statistics translate into real readers, community members and customers. By delivering promoted content to the Disqus audience of over 500 million monthly users engaged in discussion, the opportunity for Citi was to grow the audience for their finance content by reaching users at the point of discussion where they are more likely to explore new content.

Campaign Performance

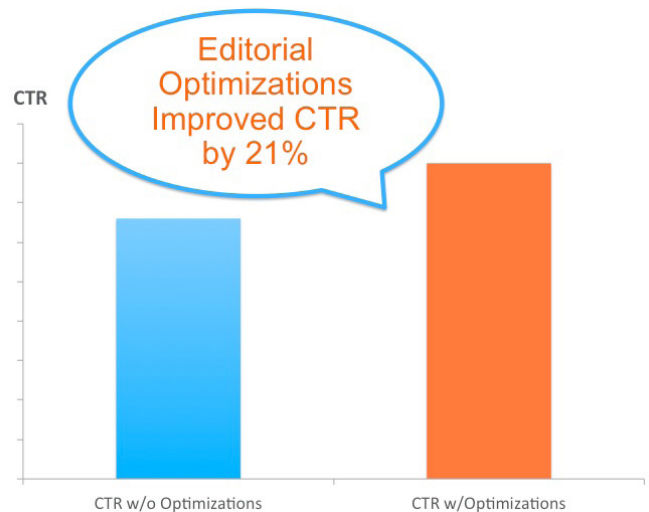
Over a two and a half month period, **Disqus drove over half a million visitors** to Citi Women & Co. and served over 2.6B impressions of recommended content. Diverse and high quality content was a key to success. Example content headlines include "How a 22-Year-Old Got Herself Out of a Huge Credit-Card Debt," "Buy These Six Things in Winter When Prices Are Low," and "Make Your House Look Much Better, Fast, in 5 Simple Steps."

Disqus also provided editorial headline optimization that improved CTR performance by 21%. In one 14-day period, over 20 articles each earned 1,000 or more clicks. Diversity of content was key to the success of the program, ensuring that readers had multiple points of engagement to pique their interests. Other key takeaways about

headline performance include the effectiveness of using numbers and calls to action. These improvements paid off by way of increased engagement. In comparison to other sources of traffic to Women & Co, the **Disqus audience took 28% more social actions** such as sharing and commenting.

"It's important for Citi to be relevant to the daily lives of women as they make financial decisions. Women & Co. starts a conversation between Citi and the women we're trying reach. What Disqus has brought to the program is the ability for us to keep these conversations going and reach a new quality online audience who responds positively to new and relevant content."

HEATHER DAHILL
CHIEF OPERATING OFFICER
WOMEN & CO.



ABOUT DISQUS

The mission of Disqus is to enhance online discussion for audiences and publishers everywhere. Each day, over 5,000 sites add Disqus to create a more dynamic audience experience and increase advertiser value. Disqus reaches over 900 million unique visitors per month across 2 million websites while generating 6 billion page views every month. Disqus is the #1 distributed social application on the web according to reports by comScore and Quantcast.