

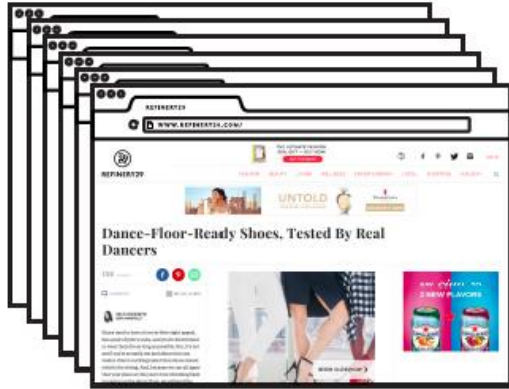


REFINERY29

INSPIRING A MORE STYLISH AND
CREATIVE LIFE



ORIGINAL, PREMIUM CONTENT PRODUCTION



1,600

ARTICLES PUBLISHED
MONTHLY



25,000

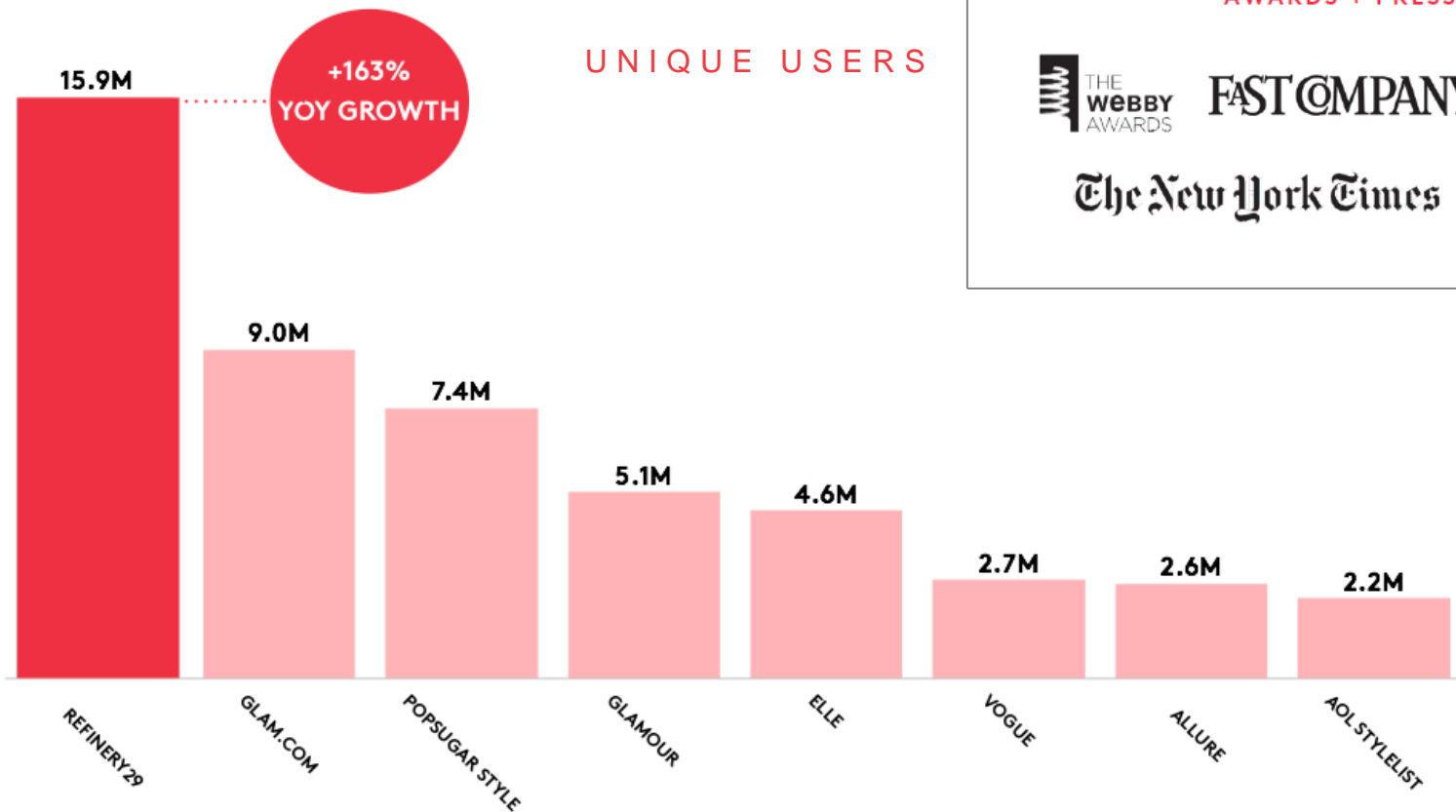
ORIGINAL PHOTOS SHOT
MONTHLY



40+

ORIGINAL VIDEOS
PRODUCED MONTHLY

#1 BRAND FOR MILLENNIAL WOMEN



AWARDS + PRESS



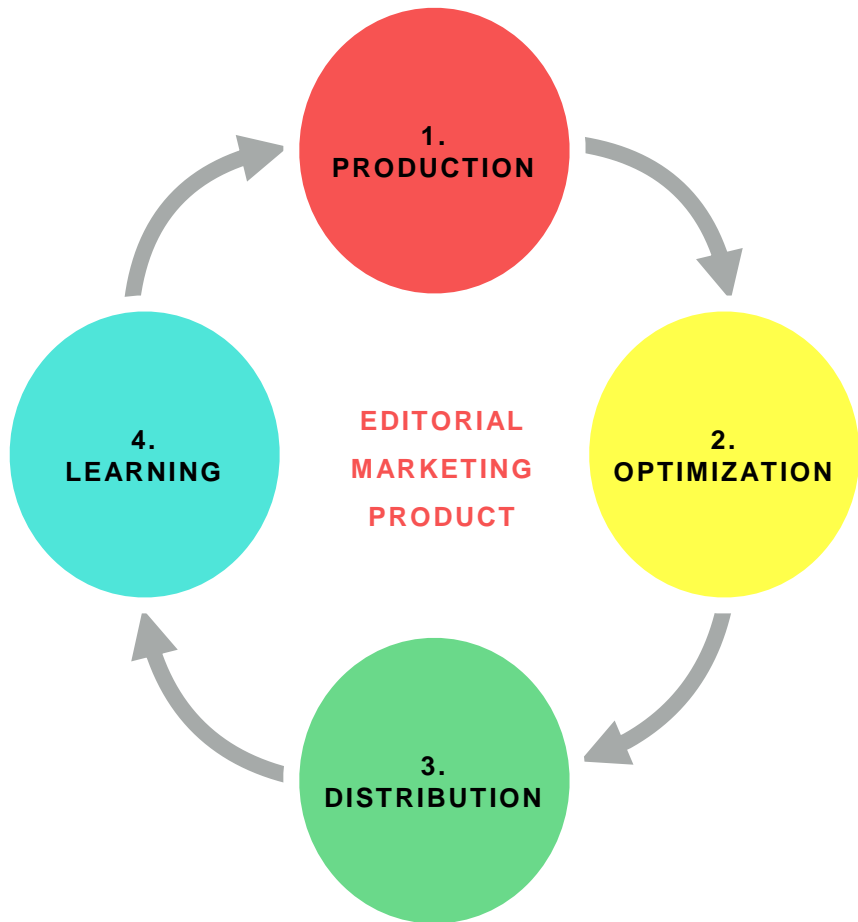
FAST COMPANY



The New York Times



DATA IS PART OF OUR DNA



DATA-INFORMED AT EACH STEP

1. CONTENT PRODUCTION

- Goal-setting and pacing
- Pre-planning to inform editorial calendar
- Trend monitoring (conversations and competitors)

3. CONTENT DISTRIBUTION

- Packaging content for each channel – Social, Email, SEO
- Real-time monitoring and adjustment based on benchmarks

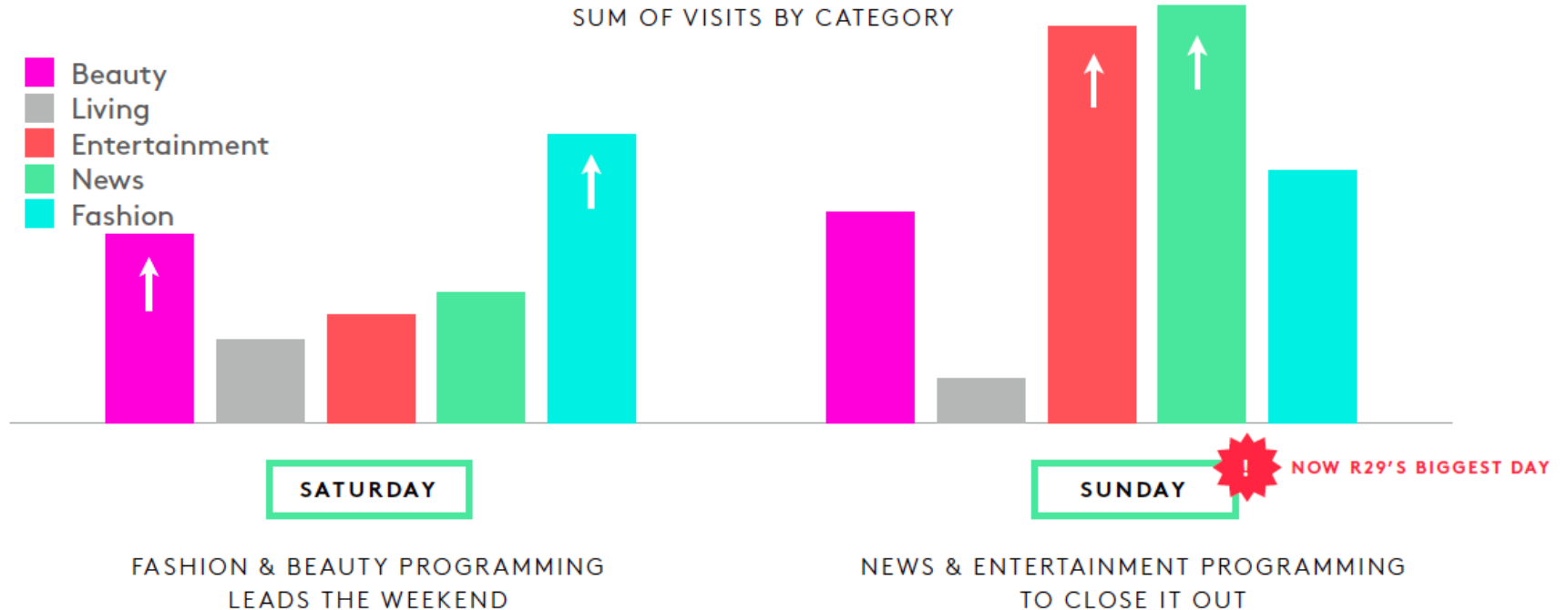
2. OPTIMIZATION

- Headline & Image testing
- Day-part matching
- Channel and position promotion

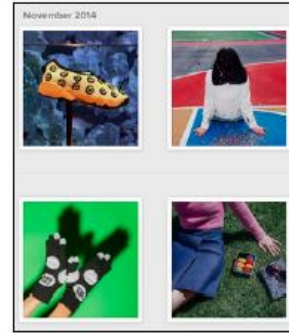
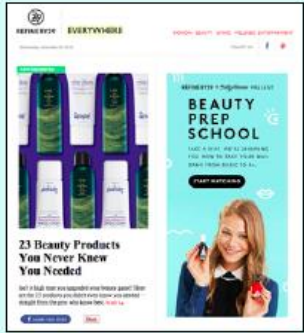
4. LEARNING

- Performance data
- Competitive analysis
- Re-calibration, revised goal-setting
- Best-practices playbook

LEVERAGING DATA AND CONSUMER INSIGHTS TO DRIVE OUR PROGRAMMING STRATEGY IN REAL-TIME



REACHING OUR AUDIENCE EVERYWHERE THEY ARE



+45%
YOY

Email

1.9 M



Twitter

780 K



Facebook

4 M

+231%
YOY



Instagram

630 K

+137%
YOY



Pinterest

380 K

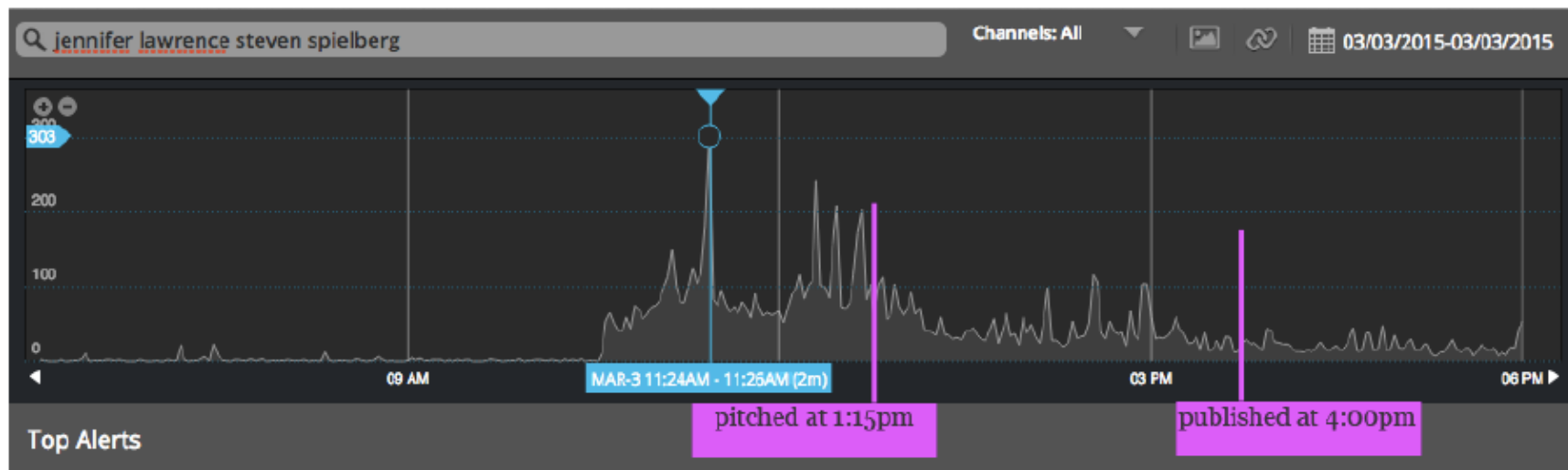
MONITORING DATA HELPS TO IMPROVE PUBLISHING WORKFLOWS AND PERFORMANCE

Jennifer Lawrence To Star In War Photographer Biopic By Steven Spielberg

published March 3, 2015

Vertical: Entertainment

Story URL: <http://www.refinery29.com/2015/03/83223/jennifer-lawrence-biopic-steven-spielberg>



EMAIL TESTING LEAD TO +37% CTR LIFT



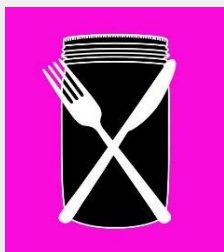
EXAMPLE EMAIL NEWSLETTER TESTING



HEY, SHORTY: 4 RAD
'DOS FOR PIXIE CUTS

CTR = 5.3%

V.S.

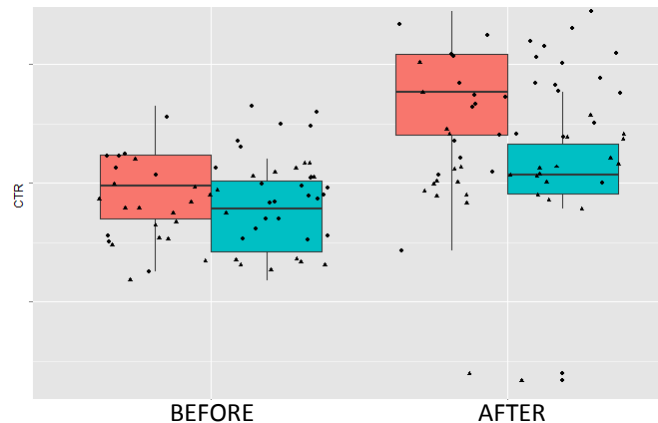


3 INSANELY YUMMY
DIY LUNCHES

CTR = 6.7%

+ 25 %

COMPARING OVER TIME



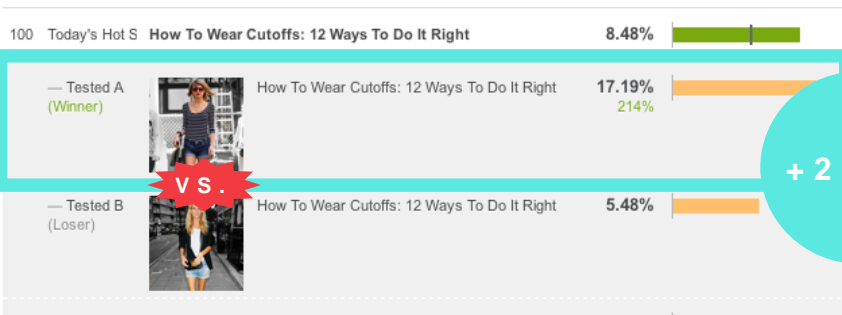
Final Send vs. Test Sends

Final

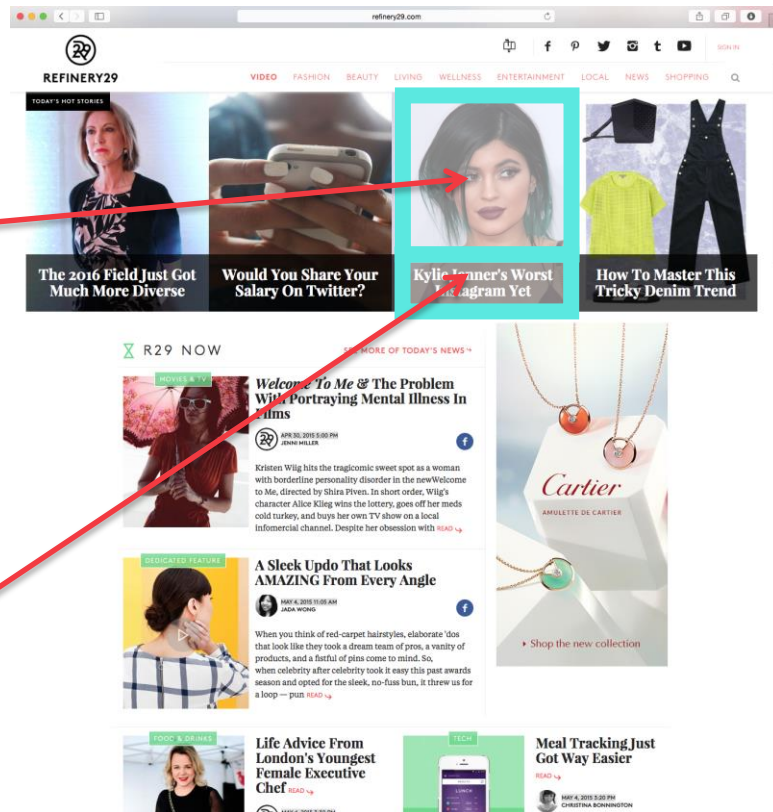
Test

HOMEPAGE A/B TESTING DROVE AN AVG 45% INCREASE IN CTR

IMAGE TESTING




HEADLINE TESTING



FACEBOOK HISTORICAL ANALYSIS AND TESTING INCREASES PERFORMANCE

Refinery29 Beauty March 9 at 11:32am · 🌐

17 essential beauty products that TRULY deliver.



The Products Every Working Woman Needs

Over the past year, the employment rate for millennials climbed another 1.3%. That means more than 50,000 people who were eating ramen while job-hunting in their pajamas a year ago now have to put on pants, do their hair and makeup, and go...

REFINERY29.COM

Like · Comment · Share


👍 359 people like this.

🔗 126 shares

VS.

Refinery29 Beauty March 31 at 12:00pm · 🌐

17 essential beauty products that TRULY deliver.



The Products Every Working Woman Needs

Over the past year, the unemployment rate for millennials fell by 1.3%. That means thousands of people who were eating ramen while job-hunting in their pajamas a year ago now have to put on pants, do their hair and makeup, and go to work....

REFINERY29.COM

Like · Comment · Share

👍 439 people like this.

🔗 160 shares

+ 62 %



INTELLIGENCE

Q

ABOUT RANDOM RSS

3 WAYS WE INCREASED OUR CLICK-THROUGH-RATE

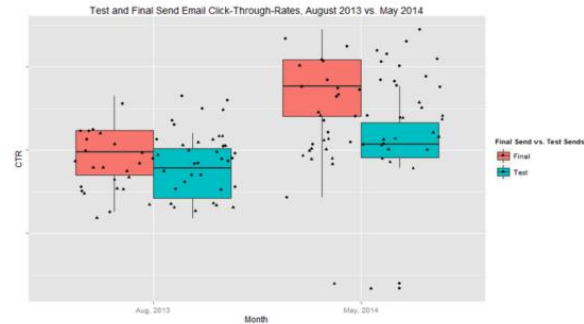


Figure 1: Shifts in our email strategy contributed to 37% growth in click-through-rates between August, 2013 and May, 2014.

Despite a growing reliance by many publishers on social, email is still one of our strongest and most important distribution channels. We send emails to over IMM of our most dedicated readers daily, driving over 10% of our most engaged traffic.

As the demographic of our reader changes along with seasonal preferences and trends in