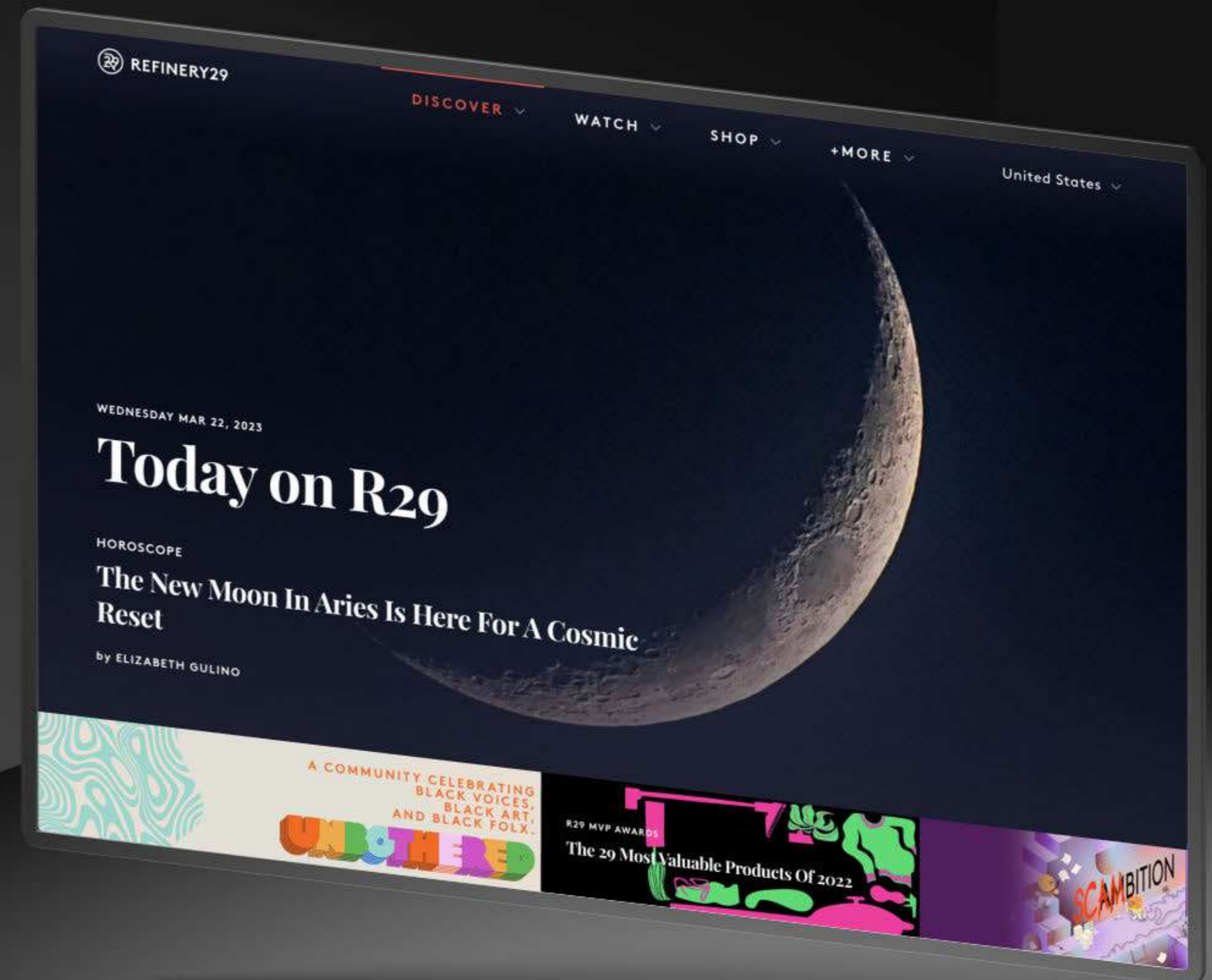


socialflow by piano



How Refinery29 streamlined workflows and centralized their social posting



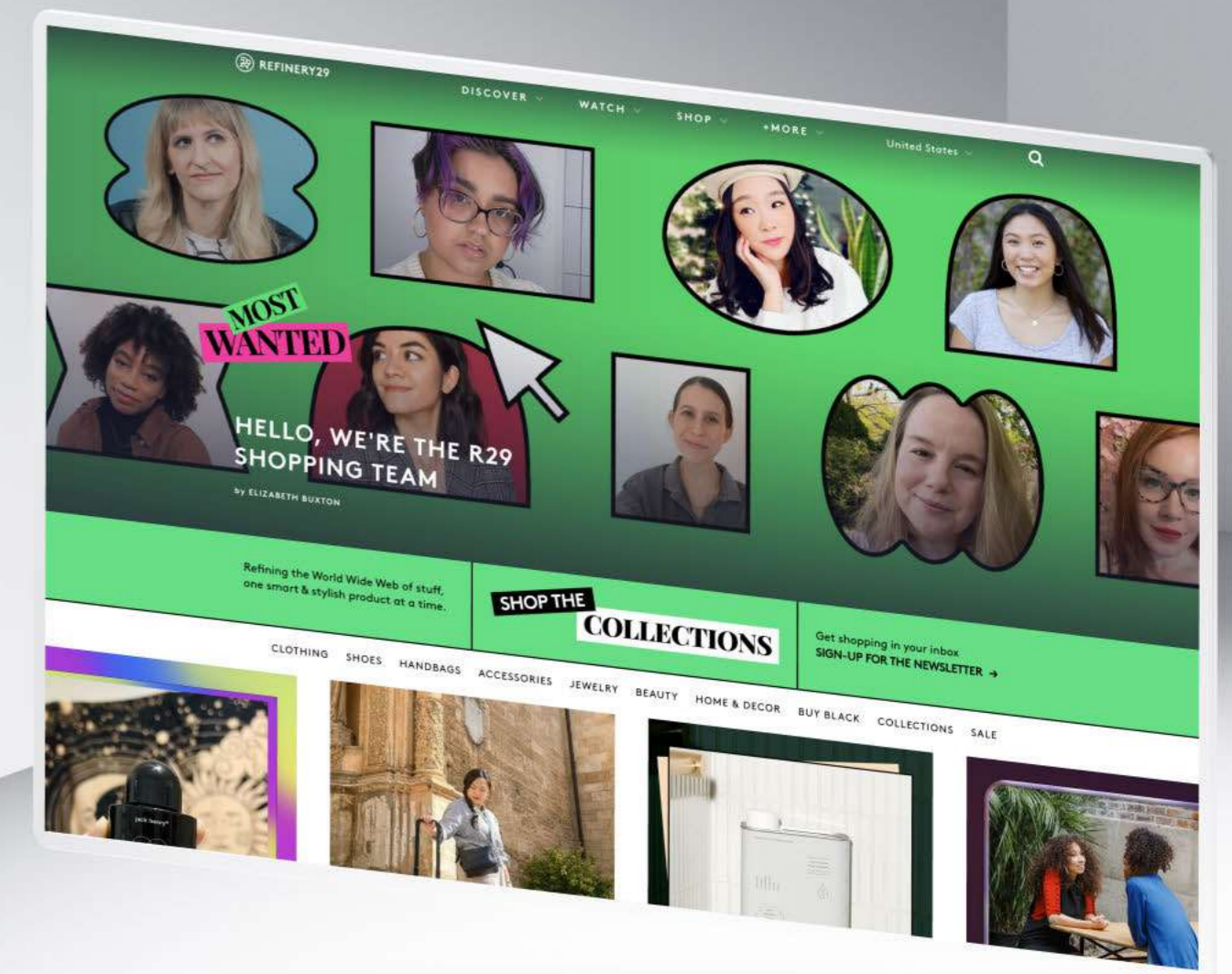
Overview

Problem

Solution

Results

Refinery29, one of Vice Media's premiere brands, has an online global audience of nearly 550 million and provides a variety of female-oriented lifestyle stories, original video programming, social, shareable content, and live experiences.



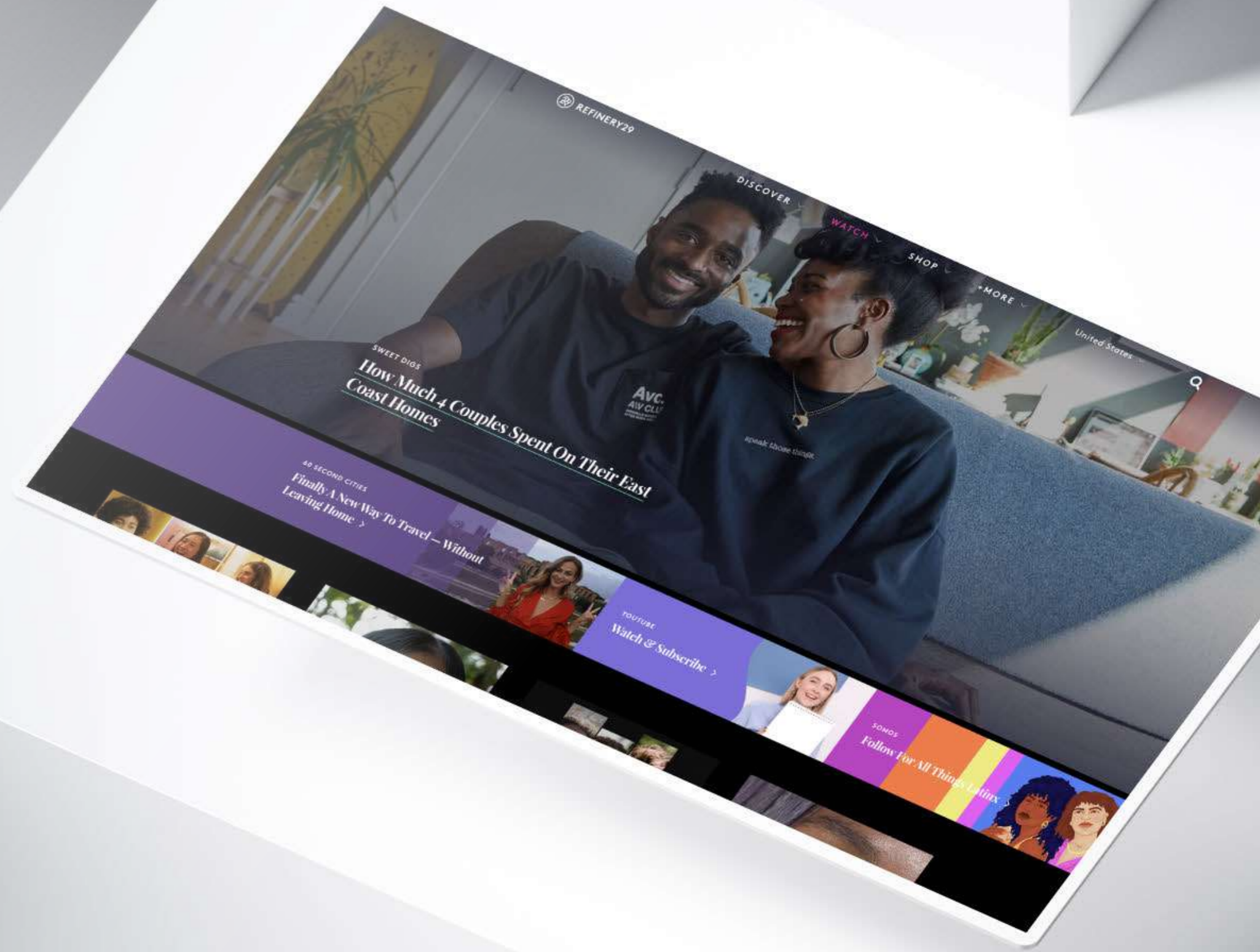
Overview

Problem

Solution

Results

With stakeholders across the globe posting independently on social media, including editorial, branded experiences, and video teams that contribute to 10+ Facebook, Twitter, and Pinterest pages/accounts, Refinery29 needed a scalable centralized solution. The goal was to better organize and streamline their workflows to enable them to improve the performance of their social posts and drive engagement.



Overview

Implementing Socialflow as a company-wide platform allowed Refinery29's international teams to work more efficiently and with more transparency. Features that helped them streamline include:

Problem

Solution

- Auto-optimization – automatically posting content at the right time to drive the highest topic engagement with Socialflow's AI-powered algorithm
- Calendar view – providing centralized social post visibility and identifying top-performing content for editorial teams to cross-post or reuse
- Recycling – automatically recycling the top-performing content to saved audience groups

Results

80%

increase in average monthly
engagements

600%

increase in referral traffic

150

pieces of content posted per day

Overview

Problem

Solution

Results

Refinery29's improved work efficiency, powered by Socialflow, has allowed its teams to considerably boost performance. Averaging over 150 pieces of content posted per day across all accounts, they have increased average monthly engagement by 80% since they started using the platform.

With Socialflow's auto-optimization feature, Refinery29 also boosted referral traffic by 600% on one of its Facebook pages.

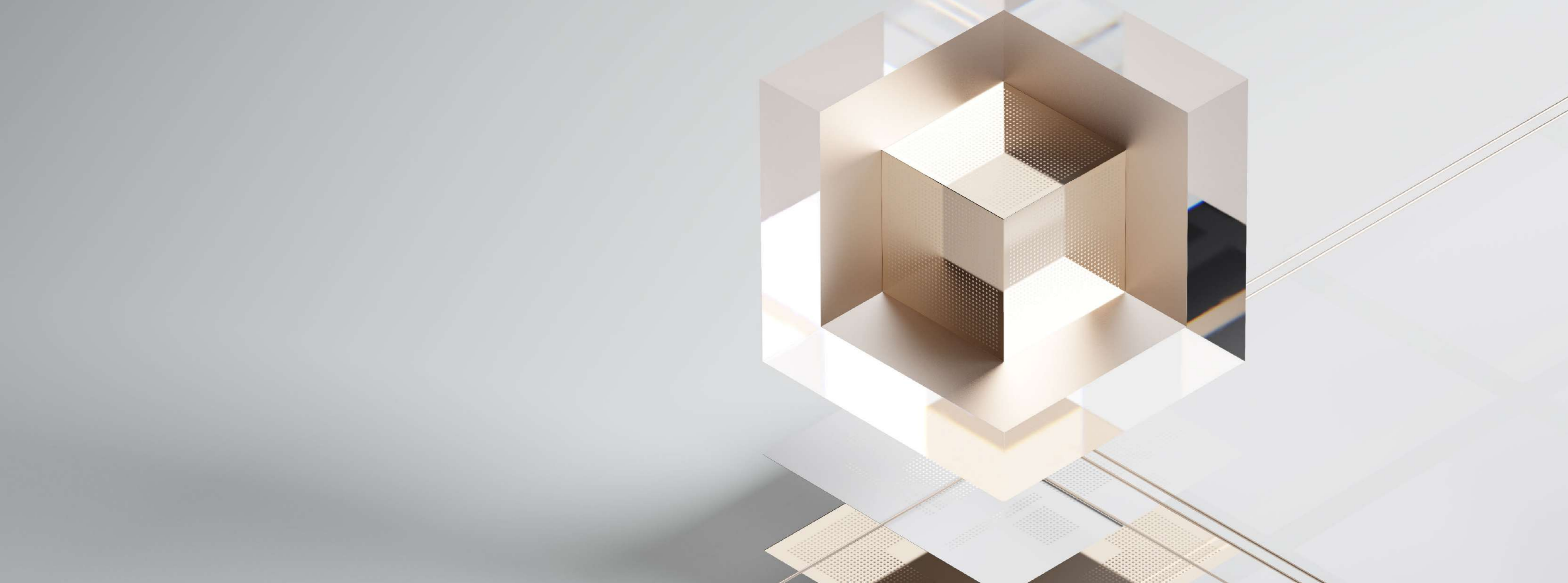
Through Socialflow, Refinery29's teams now have a more efficient social posting setup. With more access to insights and results, their social contributors are able to better identify top-performing content across all social mediums and understand what resonates best with their users, in order to optimize their posting strategy.

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As a centralized and fully-automated platform, Socialflow has streamlined our workflows, helped our teams collaborate more efficiently, and enabled us to really optimize our social posting."

Liat Kornowski

Director of Social Strategy and Innovation, Refinery 29



About Piano

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Amsterdam with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

Request a **demo** to find out more about how you can transform the understanding of your audience with Piano's actionable data.