

# VIDEOELEPHANT

## PUBLISHER CASE STUDY

### Company Overview

The Comscore Top 50-ranked publisher is a leading source of news, weather, evergreen content and viral bites with 750 million people worldwide accessing its content across web, tablet, mobile and CTV.

### Problem

The publisher's video growth was stunted by the company's video content supply.

- **Surplus in video demand, but gaps in inventory**
- **Not enough contextual video for editorial article output**

Rather than turn to costly production, leadership sought to solve its video supply problem by onboarding VideoElephant's extensive library of premium video content.

### Key Results 2018-2019

**+398%**

YoY growth in viewership

**+249%**

YoY growth in video revenue

"Without the breadth of content to choose from we just wouldn't be as successful in our video programming."

### Solution

VideoElephant's unique content library **seamlessly integrates** with the publisher's existing video infrastructure and workflow. It offers **a range of content** for the editorial team to choose from, from international and local news stories to health, wellness and viral videos. **Daily content pitches** also act as an extension of their editorial team.

"VideoElephant partners with so many companies that we would never have access to. Without the breadth of content to choose from we just wouldn't be as successful in our video programming," said the digital content partner coordinator.

The partnership also led to **more opportunities to grow** from a product perspective; after working with VideoElephant, the publisher **expanded its video presence** beyond article content onto other high-traffic pages and verticals.

The coordinator continued, "We were afraid to do that previously because there just wasn't enough video to fill with ads. But because we had so much content from VideoElephant, we felt confident enough to launch - and this increased our views exponentially."