

## CASE STUDY

## AOL

Multinational mass media corporation that develops, grows, and invests in brands and websites. AOL is a major original content creator on YouTube, with millions of viewers across their series of channels. AOL uses vidIQ for their Engadget, HuffPostLive, TechCrunch, Moviefone, Autoblog, AOL Autos, and Cambio channels.



## Challenge

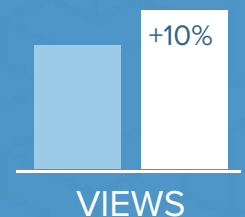
- After migrating their videos from a custom CMS to YouTube, AOL had a large number of videos with suboptimal metadata – updating this metadata manually would have been an incredibly time consuming process
- Gaining insight and reporting on AOL's millions of YouTube viewers was difficult, especially across Facebook and Twitter
- AOL wanted a simple solution to syndicate all of their YouTube content to their respective Facebook Fan Pages without losing view counts and segmenting their audience
- Sharing a single YouTube account login and password with AOL's entire video team wasn't efficient, and posed a security risk

## Solution

- With vidIQ's YouTube SEO tool, AOL adds optimal tags to all of their videos, based on metadata analysis and the latest search trends from YouTube – these recommendations are ongoing, and updated every week
- vidIQ's Twitter Insights, Influencer Discovery, Comment Moderation, and Analytics Dashboard help AOL discover insights on how their videos are being engaged with
- vidIQ's YouTube for Fan Pages allows AOL to seamlessly sync all of their videos from TechCrunch, Engadget, Moviefone, Cambio, Autoblog, and AOL Autos to their respective Facebook Fan Pages
- AOL created team member specific vidIQ accounts, providing tiered access to their YouTube account

## Result

- 10% week over week increase in views
- 30,983 conversations discovered about their YouTube videos, including tweets from high value viewers and industry influencers
- AOL's branded Facebook Fan Page tabs create a professional viewing destination that has resulted in increased engagement
- Increase in video team collaboration



“vidIQ tackles YouTube SEO head-on with Tag Recommendations, a crucial tool for the growth of AOL's diverse brand channels.”

—Paul Cooney, YouTube Partnership Manager