

# Global Media Company Increases Advertising Revenue

Driving content engagement with improved video experience

DESIGN

USER RESEARCH

UX

## INTRODUCTION

A global media giant, headquartered in the southeast, saw an opportunity to increase ad revenue by rebuilding and redesigning their website’s video player. A lot of visitors were not engaging with media, especially within the mobile app. With Level’s help, the client could create a modern user experience and increase the click-through rate (CTR) to boost ad revenue.

## CHALLENGE

Considering the size and age of the client’s organization, innovating was extremely difficult. Teaming up with Level would provide the client with a fresh, new perspective on designing and successfully launching a modern content experience.

### The rebuild and redesign of the media player presented various challenges:

- Finding a way to implement auto-play for media ethically
- Constructing mobile prototypes to analyze CTR
- Redesigning content for brand consistency and brand safety
- Cultural shifts toward innovation and agile workflows



Any time you get to work with an established company, fostering a culture of innovation is a critical challenge to empowering people to uncover new opportunities that increase engagement (and ad revenue) in ways that may otherwise be just out of sight.

**Christoph Khouri**, Senior Director, Level



## APPROACH

Level started by working with the client’s research team to gauge user interest. With these insights, they could design a tailored media experience and measure engagement more clearly across the website.

Level’s approach was divided into four phases:

- **Phase 1—Market Research:** User interviews were conducted to find likes and dislikes related to design, placement, and content. This feedback informed the creative decisions around a better user experience.
- **Phase 2—Design:** Level helped design prototypes that would be used in more user interviews to test reactions and engagement levels.
- **Phase 3—Development and Implementation:** When the prototype got the seal of approval from users and internal teams, mobile development and implementation began.
- **Phase 4—Iterative feedback:** This involved constantly reviewing user interactions and closely watching video starts and user engagement length.

## RESULTS

With the successful launch of the redesign, the client created a more consistent brand experience on mobile and the web. This project lead to:

TEAM SIZE



TIMELINE



Increased total video starts and ad revenue



Improved mobile UX with new features like auto-play and “pinned” video player



Creation of a centralized design system to coordinate and align future initiatives

Visit us to learn more about Media & Entertainment.

[www.levvel.io](http://www.levvel.io)