



## Client Spotlight: CreditCards.com

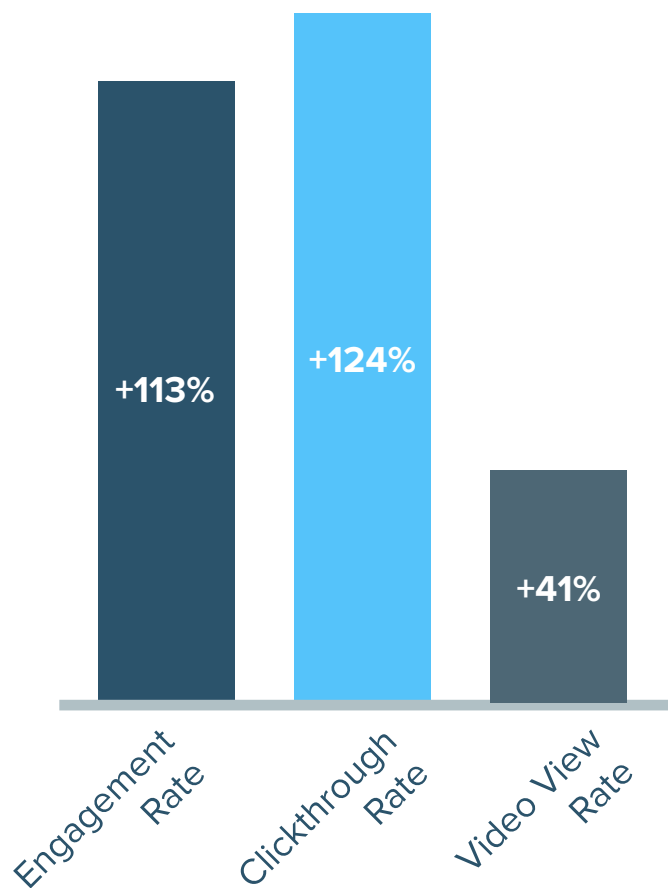
### Creating a "Test and Learn" culture with Naytev

Having the ability to pinpoint which messages will resonate most with our readers and tailor those messages to specific audiences has been key for us.

By optimizing our Facebook content before publishing and then amplifying top performers with paid media, we're setting ourselves up for the best chance of success possible.

Fostering a "test and learn" atmosphere has become a bigger priority for the company in the past year. While every test may not necessarily produce successful results, understanding what doesn't work is just as valuable.

For example, we were surprised to discover that video thumbnails without text often outperform those with headlines! Apparently the old adage, "A picture is worth a thousand words" still holds true.



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