

piano

FUTURE

How Future unified hundreds of social media accounts and streamlined publishing with Socialflow



Overview

Problem

Solution

Results

Future is the global leader in specialist media, home to over 250 owned and operated brands including Tom’s Guide, TechRadar, Gamesradar+, CinemaBlend, Marie Claire, Who What Wear, Homes & Gardens, Kiplinger, The Week, Space.com, and more.

Its market-leading portfolio spans more than a dozen different special interest categories, including technology, games, women’s lifestyle, news, sports, and home interest, reaching one in three people across the UK and US through its websites and over 197 million followers through dedicated brand social platforms.





Overview

Problem

Solution

Results

With such a wide range of brands across many disparate channels, Future found it increasingly difficult to manage their social media presence in a uniform way. As the company grew steadily through acquisition, the Future team became spread thin across several social publishing tools and increasingly unable to manage their hundreds of social accounts in a streamlined, unified manner. A single partner would bring cost efficiencies, make training easier, and make it easier for colleagues to manage multiple accounts. Yet any solution had to be suitable for very niche sites with small teams, as well as world-famous lifestyle brands with extensive resourcing.

In order to get everything back under one roof and streamline costs, Future sought a solution that would enable their team to work smarter and regain full control over their social strategy and execution.



Overview

Initially attracted by the fact that Socialflow was built with publishers in mind, Future found instant value and cost-saving potential in the tool’s automation and ability to help their team ramp up on one unified platform.

Problem

**Solution**

By utilizing Socialflow’s Optimization function to automatically decide when to publish on social media, Future was able significantly reduce the amount of manual work and save the team massive amounts of time. They also saw immense time savings from Socialflow’s ability to combine multiple RSS feeds, creating a unified channel from which to monitor and distribute content with ease.

Results

//

We're the biggest Tech publisher in the US by reach. We're the fastest-growing in Women’s Lifestyle. So we have some quite big teams, but we also have magazine teams who manage their social in pockets of time between sending pages to print. What I find is that Socialflow works for any of those use cases and for everyone in between.”

**Simon Collis**

SVP, Content Strategy & Audience Engagement, Future

Overview

Problem

Solution

**Results**

Since becoming a Socialflow customer, Future has experienced dramatic improvements in efficiency and scalability. By automating just one dormant account, which supported an industry-leading gaming magazine, they drove a staggering three million clicks back to their site in the first year alone. To do this, they simply relied upon RSS feeds to send targeted content through to Socialflow and let Socialflow’s optimization engine decide what content to post – and when.

Additionally, Socialflow helped to drive referral growth of at least 20% YoY for Future brands like TechRadar, Marie Claire UK, Country Life, Cycling Weekly and Homes & Gardens.

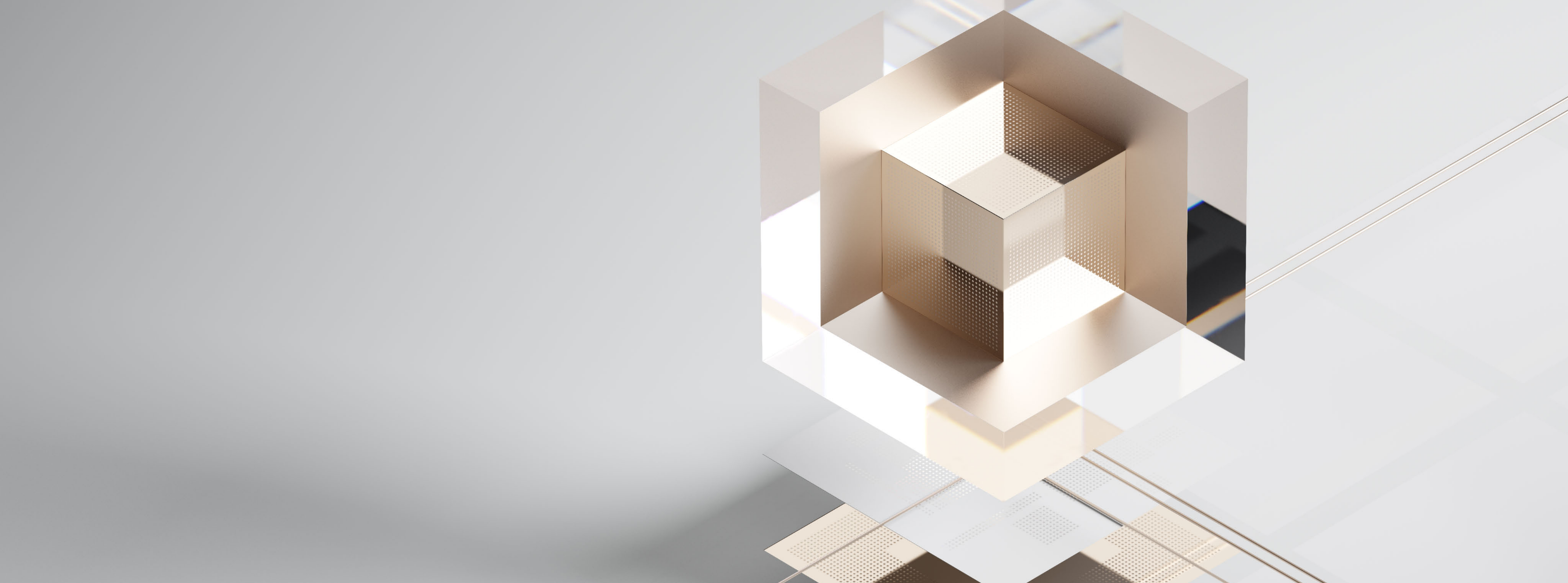
20%+

YoY growth across several  
key brands

3M

clicks generated on previously  
dormant account





## 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.