



Client Background

SodaHead is a VC-backed, dynamic discussion community where users discover, debate, discuss the issues they care about most.

SodaHead has 1.7M active users. Their best-in-class polling widget technology is used by **ABCNews.com**, **FoxNews.com** and **Good Morning America**.

The Need

Opinion site SodaHead.com enjoyed a large base of devoted users who stayed engaged with one another asking and answering questions on a board variety of topics. Only one problem: the user generated content was of a questionable quality, inconsistently published, and unattractive to advertisers (okay, three problems). Also, SodaHead UGC was threatening to co-opt the brand due to users' desire to discuss about taboo, divisive issues. Lastly, site organization made it difficult for content discovery.

The Solution

ACG executed Reorganization, Curation, Creation of Original Content, aiding SodaHead to define its editorial tone while providing content feature sets that would work for syndication partners' own website environments.

In under 12 months, **ACG** delivered its promise to SodaHead on the following:

- Creating a unified, professional content/community team
- Creating engaging mainstream content both on site and to syndication partners
- Improving engagement metrics numbers for comments
- Delivering a home page design that clearly defines SodaHead's mission
- Establishment of tonality

Content Output and Mixture

ACG creates over 65 pieces of editorial content daily, including a daily slideshow which is syndicated to **FoxNews.com** and drives 250-500K visitors to SodaHead each month.

Content is a mixture of editorial features, short, aggregated content, and slideshows. All content is written in the SodaHead “voice and tonality” established by **ACG**.

ACG assigns writers in variety of geo-locations, ages and interests to ensure that various channel topics are written by members of relevant demographic that SodaHead is attempting to reach.

SodaHead Users Like ACG Content. A Lot.

When we began with SodaHead in November, 2009 uniques were at 4.5M, as of May 2011, they are at 10M. Traffic grew by 122% within 17 months

ACG content powers many of SodaHead’s syndicated polling widgets

Out of 50 syndicated widget sources, **ACG** content drove over 42% of user engagement

Authenticity and Relevance + Engagement

We achieved success with SodaHead by applying and activating principles outlined in our white label [article](#) for Web Analytics World.

The article describes the definitive need for all brands to “strike a delicate balance between ever-more targeted approaches and maintaining their customers’/audience trust.”

“It’s simple: ACG acts as our editorial pool...the content shows up on our site, it consistently matches our brand’s tone, and our audience and syndication partners love it. Best of all, they can get us to a high daily output of quality content. They make it happen seamlessly so I don’t have to think about it.”

Chris Dominguez
SodaHead CEO