

CivicScience Solutions for Publishers



The Problem

It has never been more challenging for media publishers to attract audiences and advertisers. As walled gardens like Google and Facebook use troves of proprietary user data and scale to lure eyeballs and ad dollars, editors are left to produce equally compelling content on smaller budgets. Digital execs are forced to plaster their layouts with more and more ads, damaging the user experience and accelerating the vicious cycle of audience flight.

CivicScience for Publishers

CivicScience may not be the solution to all of these problems. But we can help - a lot. Our polling, content, advertising, and data platform gives publishers new tools in their arsenal to retain users and win precious ad dollars. Not only is it entirely free, you get to keep 100% of the ad revenue generated on your site. Just ask some of the biggest publishers on the planet, like MSN, NBC, Univision, Tribune, or hundreds of others. They don't pay us a dime.

It all starts with a simple polling and quiz widget, just like the ones you think you've seen all over the web. But ours is different. Developed by a team of super-geniuses from Carnegie Mellon University, CivicScience polls are built to maximize user engagement while gathering piles of valuable and actionable data about your audience.

Our polls are connected to a nearby ad unit, which outperforms industry norms because of the sustained user attention generated by the poll interaction. You get extra ad revenue while you sleep and we can even tell you about the people who clicked on those ads based on their answers to our polls.

But that's only the beginning...

The questions your users answer inside of CivicScience polls have near-limitless business applications. Professionally-curated by our team of writers and data scientists, we maintain a library of thousands of questions about lifestyle, shopping and brand preferences, media habits, current events, and much more – all things people are happy to answer just to see interesting results when they're done. The data are responsibly farmed and GDPR-compliant. Large media companies like Facebook, BuzzFeed, Fox, and many others use CivicScience data to drive powerful, insight-based ad sales. Smaller publishers can connect unique user data directly to their ad tech infrastructure to improve programmatic ad CPMs

Wait, we're not done yet...

The results of CivicScience polls can be used to produce reliable, scientifically-valid content about public opinion, consumer trends, and the news of the day. You can syndicate the professionally-written, data-driven articles our team produces or just plug our statistics, insights, or infographics into your own content. Don't believe us? Just read any of the hundreds of articles you can find with CivicScience data in places like the Wall St Journal, Washington Post, Ad Age, USAToday, Bloomberg, Forbes, and beyond. And it's super-easy to get started. We can work with your team to identify the best real estate on your site, match the look and feel of the poll to your site design, and ship a few lightweight pieces of code that your most junior IT person can install in a few minutes.

What's the catch? There isn't one.

We make our money by studying patterns and trends across the millions of people and billions of answers in our database, selling aggregate, anonymized reports to large brands and investment firms who are looking for insight into the future.

It's a no-brainer.

Get in touch: contact@civicscience.com