

# CivicScience & ConsumerTrack™

DYNAMIC POLLING CASE STUDY

CIVIC  
SCIENCE

## Objective

Digital ad firm ConsumerTrack™'s goal is to help brands connect with smart, aspirational audiences.

ConsumerTrack™ wanted to drive more traffic back to their partner sites from syndicated articles on GOBankingRates.com to engage readers, include their opinions in storytelling, and increase time on site.

## How they used CivicScience

The ConsumerTrack™ research and editorial teams used a dynamic polling widget on a standalone landing page and within a related article featuring a survey about how consumers planned to spend their stimulus checks. The polling widget was added to engage readers of specific articles on their own site and partners' syndicated articles on GOBankingRates.com to bring new visits in and keep visitors on the site longer.

## Result

The standalone stimulus check poll page on GOBankingRates.com generated **171,817 sessions** within four months of being published. The piece has been **ConsumerTrack's sixth highest performing page** in terms of visits from new users. Promoting an interactive poll in their syndicated content succeeded in converting audience members who encountered their content on partners' sites into visitors on their own site.



CivicScience is an intuitive, easy to use platform on the business side and a seamless addition that complements your site to further engage your audience. The ability to create custom polls based on any content strategy creates a positive experience for respondents reading related content who want to share their opinion. This allows us to ideate on content themes and other storytelling straight from the minds of our readers.”

