



Playbuzz Launches New ‘Flip Cards’ Format, Increasing Average On-Site Viewing Time Up To 800%

Empowering publishers and brands with interactive content formats optimized for maximum engagement and shareability, Playbuzz predicts the next viral content format with the launch of ‘Flip Cards’

New York, NY – July 23, 2015 – Playbuzz, the world’s leading platform for online content engagement formats and social distribution, today announced the launch of a new content format – Flip Cards. Following a closed beta period in which the format was successfully tested by publishers Distractify, The Independent, Bild, Endemol Beyond USA and Terra Portal, the Flip Cards format is now available on Playbuzz.com for all publishers and content creators.

“Meaningful engagement experiences are the foundation of online growth,” said Tom Pachys, Co-Founder and CTO of Playbuzz. “The expectations of quality content remain unchanged, but what is changing in the new media landscape is the way publishers need to package their content. Playbuzz has amassed a monthly audience of over 100 million unique users across our network by enabling publishers and authors to use a variety of highly engaging, social-optimized, mobile-friendly content formats. As we continue collaborating with major publishers, we have many more new formats in the pipeline – several of which are in response to specific requests from our prominent media partners.”

Early results have shown engagement levels spiking as much as 800% among users interacting with webpages that include Flip Card items, as compared with the average time spent on content pages across the web, according to a report from Chartbeat.

Today, over 40,000 different websites utilize Playbuzz’s popular formats – quizzes, listicles, ranked lists, and more, which have also seen similarly high engagement numbers – to easily create and embed content optimized for meaningful engagement. Flip Cards is a worthy addition to Playbuzz’s suite of playful content formats, giving publishers, brands and marketers the ability to work with the innovative, interactive format and embed Flip Cards in their websites, apps and social channels.

“We’re always excited to get a sneak peek at one of Playbuzz’s news formats,” said Jason Mustian, Chief Executive Officer of Distractify. “As publishers, our #1 goal is to seek out more versatile and creative ways to engage our audience and from [our first Flip Card post](#) we got over 25,000 social engagements in less than 24 hours. Forgive the terrible dad pun, but having access to that sort of functionality really ‘turns’ the page for us.”

Flip Cards compel users to click on an image to reveal what lies on the other side. The Flip Card is an alluring way to discover information, marrying the depth of articles with the interactive, revelatory nature of quizzes. The format is the latest Playbuzz offering and was cultivated in order to empower publishers and brands to package content that is optimized for deep engagement and reaching global audiences in the new media era.

With a community of thousands of industry-leading publishers and brands already using Playbuzz’s content formats, Playbuzz continues to develop new content formats that stay ahead of viral trends. As research suggests that emotions of anticipation and surprise are those which propel the highest levels of

engagement on social media, Flip Cards were designed to enable publishers to leverage users' innate sense of curiosity and drive them to directly engage with content.

The Flip Card format has been developed to address the growing demand among publishers seeking to drive more engagement with site visitors on article pages, bridging the gap between conventional static content and a more interactive, emotional experience. As such, Flip Cards have been specifically designed to be easily embeddable within article pages, enabling publishers to add an interactive element within website and app pages, yielding increased onsite engagement and deeper audience investment – all while enhancing the content. Playbuzz's business intelligence team reports that Flip Cards' early success is apparent, with one item alone receiving 9.8 million flip clicks, an 84% completion rate, and engagement time reaching up to 4 minutes.

About Playbuzz

Playbuzz is a free online content platform that enables publishers, marketers, bloggers and brands to create, distribute and embed quizzes, polls, lists and other playful formats for engaging content on any website, social page or mobile app. The world's leading publishers use the Playbuzz platform to engage users, increase web traffic, boost their reach, and optimize content for maximum social interaction and shares. Launched in 2013 to address the needs of a rapidly changing content media industry, Playbuzz quickly rose to become the number one shared publisher on Facebook according to the NewsWhip index. With a network of partner publishers and creators over 40,000 strong and item share rates averaging nearly 11%, Playbuzz-powered content has reached nearly one billion unique audience members since the launch of the platform.

For more information, please visit <http://publishers.playbuzz.com> or follow us on Twitter [@PlayBuzzPublish](https://twitter.com/PlayBuzzPublish). Create your own playful content for free at www.playbuzz.com/create.

Contact Information:

Sarah@headline-media.com

516.595.1743

What The Cast Of 'Orange Is The New Black' Looks Like Outside Of Prison

Litchfield IRL.



Jason Mustian

Like Distractify on Facebook



1.2m

 SHARE THIS STORY



1 Suzanne "Crazy Eyes" Warren



What The Cast Of 'Orange Is The New Black' Looks Like Outside Of Prison

Litchfield IRL.



Jason Mustian

Like Distractify on Facebook



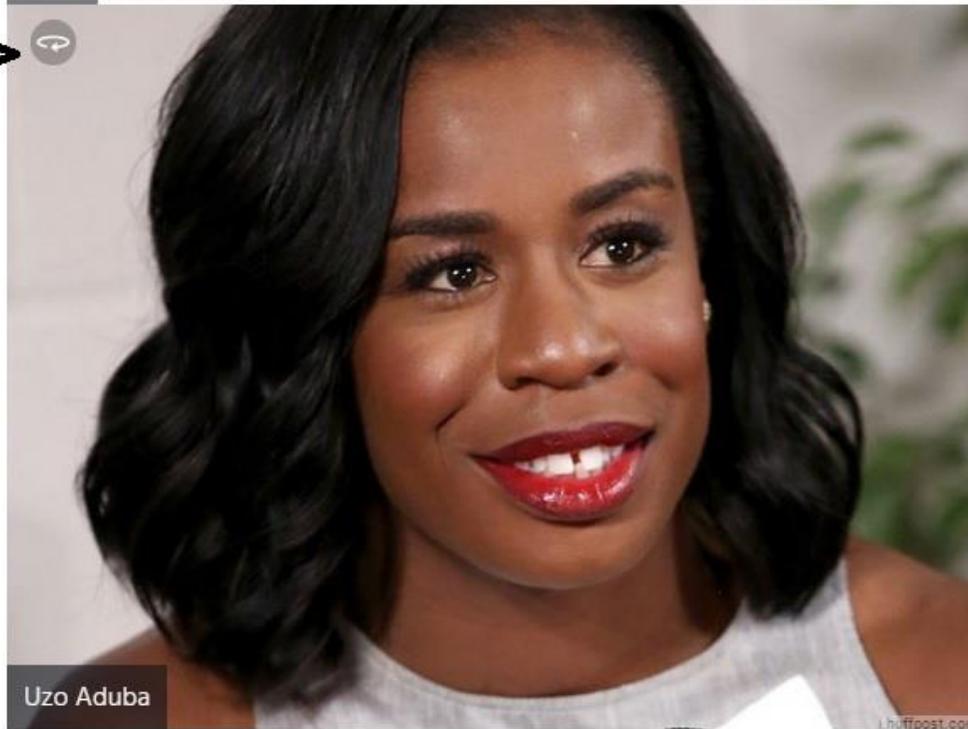
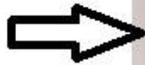
1.2m

 SHARE THIS STORY



1

Suzanne "Crazy Eyes" Warren



Uzo Aduba

1.huffpost.com



12 Perfect Riddles That Will Completely Break Your Head

Exercise your brain and tell us how well you did!



[Share on Facebook](#)

[Share on Twitter](#)



[Embed](#)

What comes once in a minute,
twice in a moment,
but never in a thousand years?

[Pin it](#)

© 2014 Quiz