Playbuzz Launches WordPress Plugin and Announces Official WordPress.com VIP Certification

Creating, Curating and Embedding Playful Content Has Never Been Easier!

New York, NY – July 29, 2015 – Playbuzz, the world's leading platform for online content engagement formats and social distribution, announced today the launch of a powerful new WordPress Plugin and official WordPress.com VIP certification through the esteemed Featured Technology Partner Program.

The Playbuzz plugin enables WordPress users to easily embed and integrate playful content items like trivia and personality quizzes, surveys, lists and polls seamlessly into their sites. WordPress.com VIP clients include top media companies, sports leagues, and Fortune 500 companies, which in total generate billions of page views each month.

"Playbuzz has a mission to continue empowering publishers with the best tools for creating, discovering and seamlessly deploying great content – and a large part of that involves continuing to build, improve and maintain plugins," said Tom Pachys, Co-Founder and CTO of Playbuzz. "We are thrilled to join WordPress.com VIP as a featured partner and offer publishers the ability to quickly and easily deliver highly-engaging content experiences to their audiences. This partnership is another step in lowering the barriers of content formatting and distribution."

Playbuzz Plugin Features:

- Quickly find the most relevant Playbuzz items to embed in the content you're working on, without leaving your edit screen.
- Browse your own published items or search for content created by the entire user community.
- Refine results by content category, format, popularity and creation date.
- Configure the look and feel of the embedded content.

Through the use of Playbuzz's instant search panel, clients can now embed Playbuzz items directly into a post without leaving the editor. Content creators can also now search all Playbuzz content in the WordPress dashboard and select that content for their site with just a click. Additionally, the Playbuzz plugin supports shortcodes for advanced customization.

"Our Featured Technology Partner Program for WordPress.com VIP provides a platform for certified 3rd parties to integrate with our amazing roster of clients," said Paul Maiorana, VP of Platform Services for Automattic. "With key partners such as Playbuzz, we are able to bring a set of products and features to our VIPs that work seamlessly, making WordPress websites world-class. Playbuzz's offerings align perfectly with our goal of helping our publishers better engage with their audience by experimenting with new ways of storytelling – and doing so in a truly seamless way."

User-generated content created on Playbuzz comes from thousands of the world's leading publishers, brands and community of users, featuring highly engaging content items around countless topics of interest. By posting Playbuzz items on sites, publishers significantly boost audience engagement, social sharing and other performance metrics – including page views, ad impressions, attention minutes, item completion rates, pages-per-visit, share rates and more.

The WordPress.com VIP plugin is available at: https://vip.wordpress.com/plugins/playbuzz/

In addition, Playbuzz have also updated their WordPress plugin that is available for the public here.

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. Create your own playful content for free at www.playbuzz.com/create.

Contact Information:
Sarah@headline-media.com
516.595.1743