



The Science of Humor: How Funny Or Die Uses Analytics to Improve its Tumblr Presence

Funny Or Die is a comedy website that combines user-generated content with original, exclusive content. It also happens to run one of the funniest Tumblr blogs around.

Recognizing Tumblr's penchant for creating highly engaged communities, Funny Or Die joined in 2009 with the goal of building brand awareness and social equity, as well as to drive traffic to its website.

Today, Funny Or Die has a rabid following with hundreds of thousands of followers on Tumblr. Without any official analytics for Tumblr, it had no way to measure the impact of its efforts on the platform. In lieu of a measurement tool, for the past few years it has painstakingly spent up to five hours a week counting notes and interactions manually and another several hours analyzing and tracking via complex spreadsheets.

"We've always analyzed Tumblr data to shape the way we engage with and entertain our hundreds of thousands of followers, but Union Metrics delivers a deeper layer of data, allowing for more sophisticated, confident decisions. It's been great to confirm what had been educated guesses before."

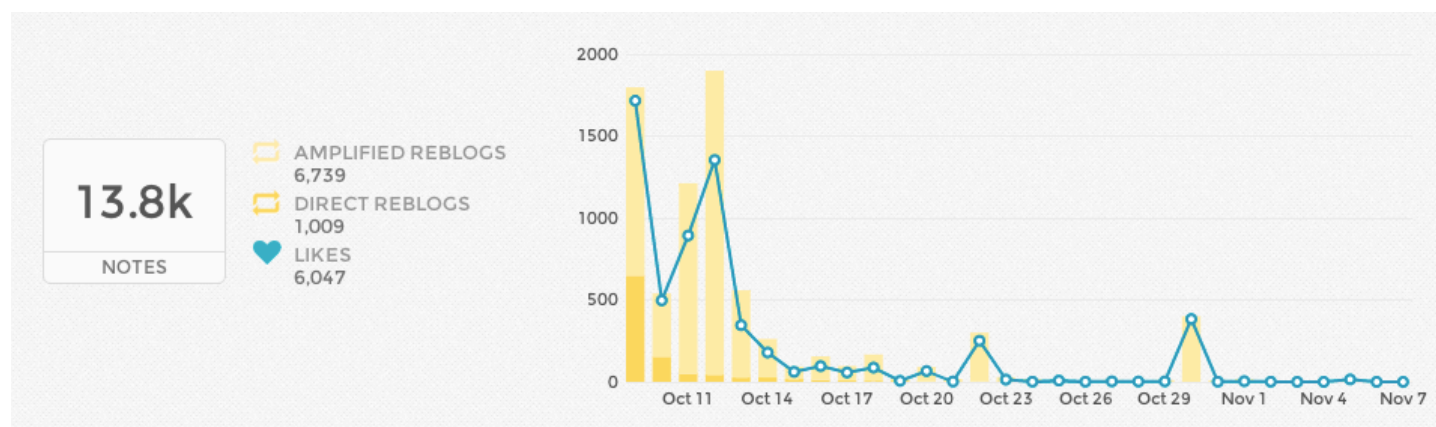
*-Patrick Starzan
VP of Marketing, Funny Or Die*

In October 2012, Funny Or Die started using Union Metrics for Tumblr. Since then it has used the data to determine the most engaging content, the most effective tags and its most avid fans.

Tumblr is obsessively visual

Knowing the content type an audience prefers is the key to a post's success on Tumblr, and photos drive the most interactions for Funny Or Die. In the past month, just over half its posts have been photos, but they have collectively received nearly 90 percent of the blog's notes over the same period.

Funny Or Die has also learned that photo posts can have a shelf life long beyond the first 24 hours. For example, a recent photo post – [“21 More of the Best YouTube Comments”](#) – generated nearly 14,000 notes, with only 3,500 of those notes occurring in the first 24 hours. With Union Metrics for Tumblr, Funny Or Die can drill down to pinpoint the reblogs that fueled a post's success.



Tagging posts makes a difference

Tags might not seem critical, but Funny Or Die learned that it can make all the difference in a post's success. One of Funny Or Die's favorite tags is LOL, and it also happens to be the most popular category on Tumblr. By tagging its posts with LOL, users can easily discover comedy related content -- driving more traffic back to its site.

With Union Metrics for Tumblr, Funny Or Die now has concrete knowledge of what topics followers find most engaging. This information has allowed Funny Or Die to tailor and optimize its content strategy to give followers more of what they want and less of what they don't.

Interactions on Tumblr are valuable

Tumblr's community prides itself on being the first to find the funniest and most interesting content. As such, Funny Or Die credits much of its success on Tumblr to the willingness of the community to curate and share good content. Previously, it had no way to identify and track its most avid fans, those who were spreading its content the furthest.

Union Metrics for Tumblr has helped Funny Or Die identify top influencers and develop better relationships by following and engaging them, which in turn creates stronger brand advocates. Additionally, Funny Or Die used the data to refine its post strategy to deliver to followers the content they want and are most likely to engage with. As a result, Funny Or Die has recently doubled its acquisition rate and increased post engagement.

Despite being a global brand, Funny Or Die is at heart a startup with a small marketing team. Union Metrics for Tumblr has freed up marketing resources by decreasing the amount of time it takes to pull reports. Additionally, the data allows the company to approach its marketing goals with a long-term and sophisticated perspective. In the future it will use the data to continue to shape content and optimize the way it is delivered, so that it can identify top advocates and curators and better understand its followers.