

## For Immediate Release

### Pelmorex Corp. Calls on Viafoura to Help Expand Active Community Membership By Over 50 Percent

**Toronto, May 18, 2018:** Hoping to cement their position as the online destination for weather and weather-related news, Pelmorex started looking for new ways to build their audience and create a more active and engaged community around their content on the weathernetwork.com and MétéoMédia. To do so, they wanted to build added value for their audience by giving users a chance to connect more frequently on their platforms, in a localized, safe and real-time way. Pelmorex wanted to create new opportunities for engagement with the right technology solution and chose to partner with Viafoura.

*"We are so pleased that we have been able to partner with Pelmorex Corp and truly make an impact on their audience engagement objectives: enhancing community standards, increasing registrations and driving user engagement."* - Allison Munro, Head of Sales & Marketing, Viafoura

With the help of Viafoura Engagement Cloud, audience engagement and moderation tools, Pelmorex Corp. has been able to meet and exceed its original goals, creating a value exchange to drive user registration, enhancing guidelines with automated checks and balances in place, building audience loyalty, and increasing engagement to an all-time high within their community.

*"We will continue to focus on growing our digital community to improve engagement on the websites and apps. This includes investing with Viafoura and expanding the suite of features offered by the platform. The community as a whole encourages user interactions and repeat visits, as well as content consumption. In terms of user engagement, we have found that compared to non-registered users, registered users visit 31.5% more pages per visit, and more significantly, visit our properties 233% more times per month"* - Carrie Lysenko, Head of Digital, The Weather Network & MétéoMédia

Learn more in the upcoming Viafoura Talks webinar: The Weather Network—Growing Your Digital Audience taking place on June 27th at 2:00 p.m. ET / 11:00 a.m. PT. [Register here.](#)

Allison Munro, Viafoura's Head of Sales and Marketing will be hosting a Q&A fireside chat with Carrie Lysenko, Head of Digital at The Weather Network, as they discuss fostering a thriving digital community. Tune in to learn how Pelmorex Media is driving real-time audience engagement in a localized way.

#### Viafoura

Servicing over 600 top media, broadcast and entertainment brands worldwide, and powering more than 1.5 billion interactions across 350 million active users, Viafoura helps media companies better build, manage and monetize their content, audience and data in real time.

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