



Toca Boca finds that nothing beats YouTube fans

With Observify, Toca Boca has:



Streamlined its social media monitoring efforts - filtering out the noise and placing relevant topics and insights at its fingertips



Gained new insights into its users' YouTube behavior



Shared social media findings across its international offices more easily with its insight reports



## STRAIGHT FROM THE HEART

With over 70 million downloads and availability spanning more than 160 countries, it's safe to say that Toca Boca knows child-friendly gaming. Appreciated on a global scale, its games garner great reviews from the community, as well as praise from industry peers. All this makes for a solid brand reputation.

Where, then, does Toca Boca turn for feedback? Reviews, as well as user-generated content from the horse's mouth! The company's users provide priceless insight into how they are actually playing the games and perceiving particular features.

Get in touch with Observify today!

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## PLAYING WELL WITH OTHERS

Toca Boca has been using Observify to enhance its social media strategy and in particular, its YouTube efforts. By filtering more than 1K social conversations about its games, the team have been able to hone in on the social analytics that matter.

Through their Observify reports, Toca Boca discovered that older kids posts videos of themselves playing the game – with quality differing heavily. Unique content is scarce, with only a handful of viewers each for most videos. However, they are content creators, and true brand ambassadors for Toca Boca. The smartest action? Acknowledging their value and encouraging them to continue.

This highlighted the option of Toca Boca taking on the facilitator/educator mantle for its community. By providing tutorials on easy video editing, it forges an even stronger relationship with fans. Giving back creates a sense of exchange, and a space for Toca Bocans to be part of their brand.



*The customised reports provide us with invaluable insight into our community, and save us time by showing us what really matters.*



Zemika Assedal  
Community Manager @ Toca Boca

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