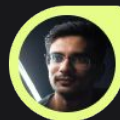
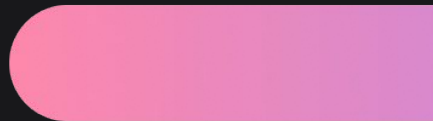
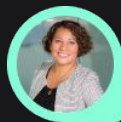




Zapnito x FEBS & Wiley

# How FEBS & Wiley exceeded targets with their innovative Zapnito community



In late 2017, FEBS launched the FEBS Network, an innovative initiative to deliver new value to the molecular life sciences community it serves. One year on, the Network had exceeded its traffic and engagement targets and regularly receives positive feedback from its ever-growing community of users.

### Key highlights

- Tailored expert content delivery
- Centralized collaboration hub
- Rapid community growth and engagement
- Data-driven insights for optimization
- Scalable, self-sustaining platform

# The Community Challenge

When FEBS was looking for a new home for its journals, it wanted to find a publishing partner also able to help the organisation innovate and better serve its community through a new digital offering.

Publisher Wiley wanted a tried-and tested solution to meet these needs, so that they could create a long-term partnership with FEBS.

Together, they undertook extensive user, market, and vendor research to define a solution and Zepnito was identified as the best fit. Working in partnership, the FEBS Network was created.

## Self sustaining community

Create a self-sustaining, engaging platform that delivered tangible value to all members

## Expert resources

This platform needed to provide expert resources, promote collaboration, and align the varied goals and expertise of its stakeholders

# The Zapnito Solution

FEBS, working closely with the Zapnito team, created a community platform which caters to their multiple audiences, through clever use of Zapnito's 'rooms' and 'channels' functionality.

## Expert content delivery

FEBS leveraged Zapnito to deliver curated resources and tools, helping members access high-value, goal-aligned content.

## Facilitated collaboration

The platform offered a central hub for members to connect, share knowledge, and collaborate across industries.

## Scalable community engagement:

Zapnito equipped FEBS with tools to encourage ongoing participation, helping to build a self-sustaining, engaged community.

## Data-driven Insights

Advanced analytics enabled FEBS to track engagement, identify trends, and optimize content delivery to better meet member needs.

# Results

+110%

above target on total  
visitors



+78%

above target for average  
page views



+221%

above target on new  
visits



+324%

above target for number  
of likes



# Why Zapnito?

FEBS chose Zapnito for its ability to deliver a customized, scalable platform that aligned with their mission and member needs.

Zapnito's robust features, combined with its focus on facilitating collaboration and providing data-driven insights, empowered FEBS to create a dynamic, self-sustaining community.

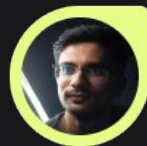
While FEBS has led the way in making the Network the success it is today, Wiley and Zapnito have supported the organisation throughout the process, helping set success criteria, collaborating on community development plans and promoting the Network to the scientific community.

“

I have found working with Zapnito to be excellent – they're full of ideas, full of feedback and deliver fantastic support.



**Violeta Ribarska**  
Publisher, Wiley



# Thank you

Find out more at <https://zapnito.com>