

Case Study: Volley's Song Quiz Playlist Titles.

Optimized content strategy, drove a 6x lift in conversions, and expanded the catalog by 10x.

Role: Content Producer

Audience: Families with Alexa, Roku, and FireTV access. Millennial and Gen X parents. Gen Z and Gen Alpha children.

Problem & Business Objective

Volley launched a new **Featured Weekly Playlist** event to increase retention and engagement for subscribed users.

- **Business goal:** Prove that playlists could drive conversions and sustain engagement.
- **Constraint:** Limited engineering resources. The content team needed to achieve results using only existing tools.

Context

- Platforms: Alexa, Roku, FireTV.
- Audience: Cross-generational families, requiring content to be both accessible for kids and compelling for adults.
- Initial state: only 5–6 playlist titles available at launch, often rushed out with little backlog.

Research & Discoveries

- Reviewed successful models (e.g. Spotify radio naming conventions).
- Analyzed user data to identify which keywords and artist references boosted recognition.
- Noticed that international and younger users struggled with complex or niche phrasing.
- Key insight: simple, recognizable titles with clear audio cues reduced voice errors and improved discoverability.

Content & Design Decisions

- Incorporated SEO-driven keywords and band names into titles.
- Balanced mainstream hits with niche playlists to serve superfans.
- Localized and simplified phrasing for international and underage users.
- Added audio synonyms to reduce errors with spoken phrases.
- Featured well-known artists on icon art for stronger understanding of playlist content.

- Built a structured backlog and QA pipeline, shifting the team from reactive to proactive.

Iteration & Trade-offs

- Tested playful, creative titles vs. straightforward, SEO-optimized titles.
- Prioritized clarity and recognition over novelty to maximize engagement.
- Trade-off: Less room for “clever” titles, but higher consistency and discoverability.

Outcomes / Results

- **Conversions:** 6x increase.
- **Engagement:** 2x spike in weekly playlist usage.
- **Catalog growth:** Expanded from 5–6 playlists to 50+ diverse titles.
- **Cross-platform adoption:** Weekly playlists scaled from Alexa to Roku and FireTV.
- **Team impact:** Moved from rushed releases to a polished 3-month backlog.

Learnings & Growth

- Optimized content titles for maximum user appeal.
- Gained experience balancing broad appeal with niche loyalty.
- Built scalable processes that turned a small, reactive content team into a proactive pipeline.
- Takeaway: clarity, accessibility, and consistency can drive engagement at scale.

Visuals & Evidence

SONG QUIZ



2020s



2010s



2000s



90s



80s



70s



Emo Music



Grammy Awards 2025



Kid's Movies



Superbowl Half-Time Hits



2025 Coachella



Hip Hop Classics

Tricia

We love this game! The whole family enjoys it!



Kelly B

love playing this game, actually get to use my totally useless 80's music knowledge!



PAT HURLEY

The songs are good choices and Alexa's answers are priceless. Definitely recommend this. Totally worth playing. Also a good party game cause she tells you your score.

