

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 (Content Strategist)

Audience: People of all ages with Alexa, Roku, Samsung, LG, and FireTV access.

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, Samsung, LG.
- **Audience:** All ages. Required content to be both accessible for kids and compelling for adults.
- **Initial state:** Only 5–6 playlist titles available at launch.

Research & Discoveries

- Reviewed successful models (e.g. Spotify radio naming conventions).
- Analyzed user data to identify which keywords boosted recognition.
- Key insight: simple, recognizable titles with clear audio cues reduced voice errors.

Content & Design Decisions

- Incorporated SEO-driven keywords into titles.
- Balanced content releases to serve key audiences with discrepancies in taste.
- Added audio synonyms to reduce errors with spoken phrases.
- Optimized playlist icons for user understanding.
- Built a structured backlog and QA pipeline, shifting the team from reactive to proactive.

Iteration & Trade-offs

- Tested shorter and longer titles.
- Trade-off: Less room for explanations. But easier and quicker to read.
- Implemented a grid structure on one platform and a carousel style on another.
- Trade-off: Engaging content risks being buried.

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, Samsung, LG, and FireTV.
- **Team impact:** Created a 3-month backlog. Extra content meant extra time for polish.

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 unit.
- 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.

