WebPurify

Creating a Safer Space on Social

WeScoop is an innovative social network that rapidly gained popularity across Europe, reaching the Top 10 in the App Store in France.

The platform allows users to post "scoops" about their daily lives, which can be rated with a "thumbs up" or "thumbs down," enhancing the visibility of certain profiles.

WeScoop differentiates itself by incorporating gamification and features from popular apps such as Instagram, X, and Telegram to deliver a unique and engaging user experience.

Users can earn ScoopCoins for their interactions, which can be redeemed for various prizes, including actual cash (euros).
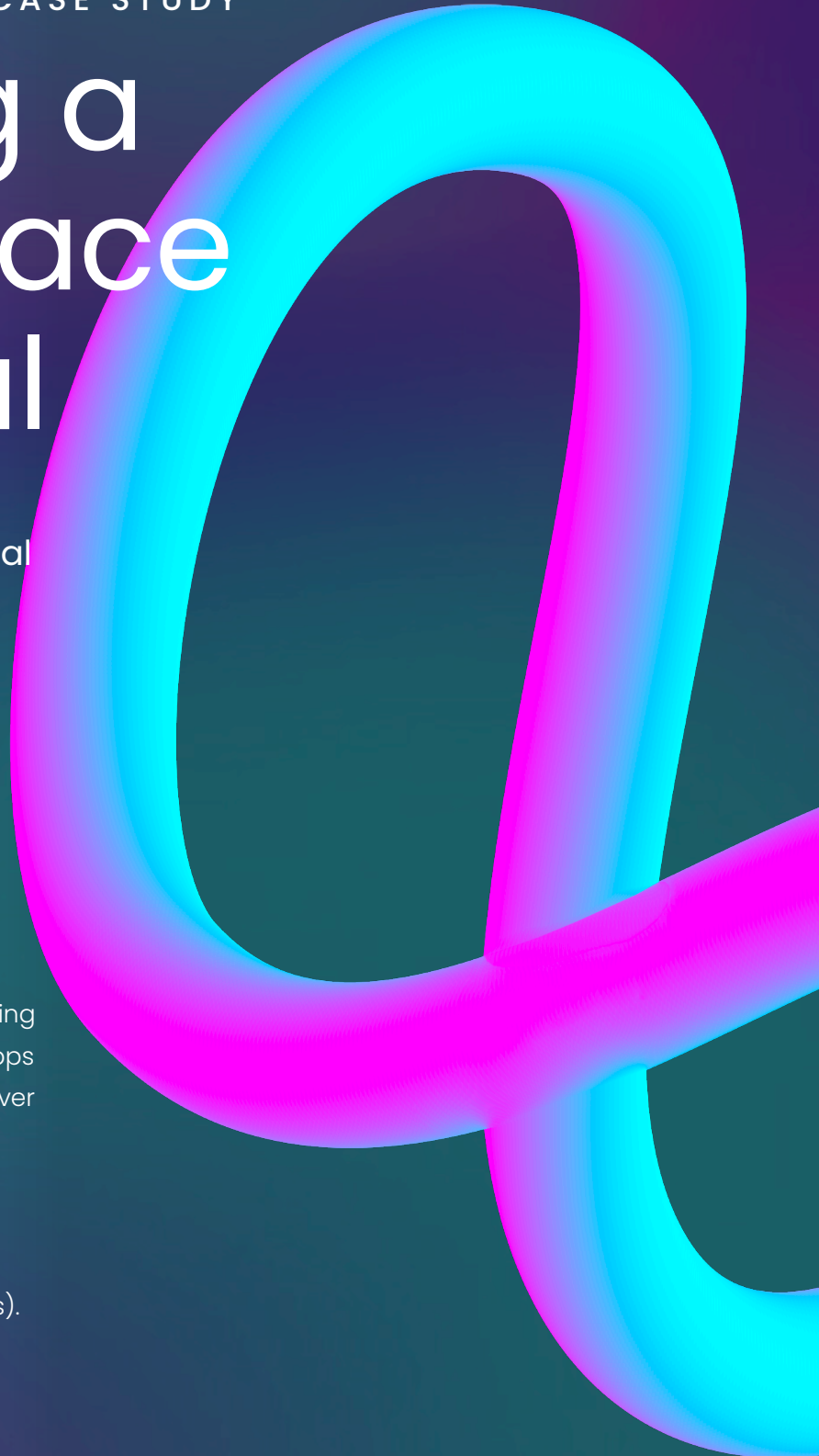
WeScoop's meteoric rise brought with it a common challenge: how to maintain a *safe* and *enjoyable* environment for its community as the volume of user-generated content (UGC) exploded.

Inappropriate content can become a real threat to platforms' safety and overall appeal.

"As headcount increases, so follows content uploads, increasing the risk of inappropriate UGC that can spoil the fun and turn off users," explains Igor Toussaint, WeScoop co-founder and CTO.

Initially, WeScoop handled the platform's content moderation internally, but over time—as user numbers grew—this was neither efficient nor sustainable because it diverted resources from primary roles. WeScoop's existing moderation efforts were struggling to keep pace, threatening to undermine its user experience.

THE SOLUTION

WeScoop partnered with WebPurify due to its reputation as a leader in [content moderation](#).

Their decision was also driven by WebPurify's ability to provide a comprehensive moderation solution that would scale with WeScoop's continued growth, Igor says. What's more, WebPurify's [MaaS](#) (Moderation as a Service) model enabled quick integration of its moderation tool into WeScoop's backend, which was crucial for securing App Store approval, since "a method for filtering objectionable material from being posted to your app" is a prerequisite for acceptance in the case of any app allowing UGC.

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IGOR TOUSSAINT,
WESCOOP CO-FOUNDER & CTO

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SCOOP!
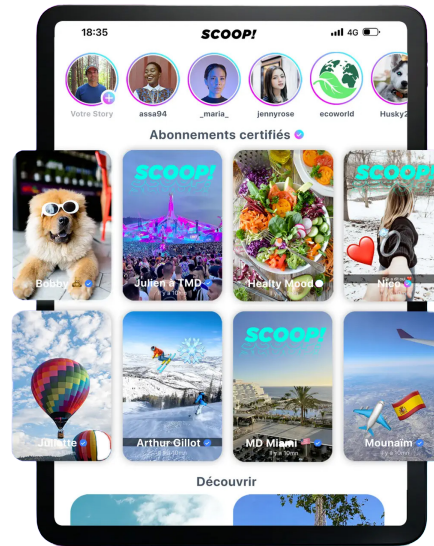
WebPurify provided WeScoop with customizable AI-driven [image](#) and [video moderation](#) services, which it was able to set up in just a few days, allowing WeScoop to check not just user-reported content but all uploaded content in real time, ensuring a comprehensive and proactive approach to moderation.

This automated solution significantly reduced the burden on WeScoop's internal team and meant that not only was all UGC being scrutinized, but the team could work more efficiently and refocus on their primary roles.

WebPurify's high volume pricing model was also beneficial, offering reduced costs per image and video frame as monthly volumes increased.

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THE RESULTS & KEY TAKEAWAYS

1MM+

images moderated

1MM+

video frames moderated

Reduced burden on internal teams, who can focus on their *primary roles.*

More *engaging* and *secure environment,* which has led to...

...continued *preservation* of WeScoop's reputation and *impressive growth* of its user base. In fact, WeScoop is so well-liked and reviewed, they've so far added users while avoiding *any marketing spend.*

"We've been very pleased with our collaboration with WebPurify," adds Igor. "We have some new projects up our sleeve, and will be working with them when it's time to roll those out."

"WebPurify's collaboration with WeScoop exemplifies the impact of effective content moderation on user engagement and platform safety," says Josh Buxbaum, co-founder of WebPurify.

By choosing WebPurify for its content moderation, WeScoop not only enhanced its operational efficiency but also doubled down on its commitment to providing its users with a secure and rewarding social media experience.

This case study highlights the importance of strategic partnerships in overcoming growth-related challenges and achieving sustained success in the digital space."