

Driving User Engagement With Personalized Push Campaigns In The Media & Entertainment Space



The Challenge

As part of their digital growth and retention strategy, one of our clients, a major US-based media & entertainment company leverages push notifications to keep users engaged with their content.

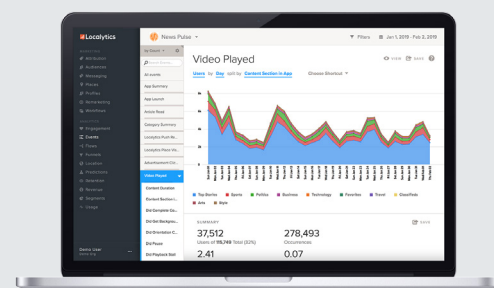
The broadcasting company sends millions of push notifications every month, this poses three main challenges: first, with so many messages going out they needed to make sure relevant messages were sent to each of their customers. Second, given the wide range of entertainment options available to viewers, our client needed to stand out. Finally, they wanted to feel confident that they fully understand if their efforts were delivering desired results.

This media & entertainment company recognized that delivering broadcast messages to their entire audience was not an efficient or effective process, they needed to understand their audiences better if they hoped to increase their push notification effectiveness. Each customer's interests, characteristics, and usage patterns were expected to be good indicators of what content to promote.

They also needed to deliver a variety of messaging—from alerting frequent visitors about new episodes of their favorite show to re-engaging those who downloaded the app but have not yet opened it. And they needed to do so in a way that would truly engage customers and draw them in to ensure increased viewership.

Lastly, our client wanted an easy and reliable way to measure the direct impact of push campaigns on driving video views. Their past system of measuring push notification efficiency showed insights too broad to have meaning - conversion metrics included push notification opt-outs or views delayed by days after the initial message. This meant they needed to measure beyond basic push message performance such as impressions to also connect conversions to videos viewed.

Media & Entertainment



Key Results:

- + Utilized Rich content to enhance user experience and drive push engagement strategies
- + Optimized their push campaigns with intelligent personalization features that **increased conversion rates by 800%**

The Strategy

To optimize the performance of push campaigns, our client applied intelligent personalization capabilities, including detailed audience segmentation using Profile and Behavioral-based Attributes, Rich Content, and A/B testing. And, through co-development of a new metric were able to confidently declare improved viewership results.

The broadcasting company leveraged robust analytics and reliable insights to deepen understanding of their customer base, and used these learnings to create highly segmented audiences based on profile characteristics and prior viewing behavior patterns. By building such focused segments, they were able to target customers with the most relevant communications.

For example, wanting to drive increased viewership, our client developed an audience consisting of people who had watched one or two episodes of a particular show (behavioral) but who hadn't authenticated with their cable operator (profile), a requirement to be a subscriber and watch all episodes of the previously watched show. These insights allowed them to target customers with relevant push messages including trailers and upcoming episodes to drive higher engagement and subscriptions.

Once they had defined idealized segments for their push campaigns, our client looked at how different creatives could impact engagement. To deliver more immersive and entertaining user experience, our client customized their push notifications using Rich Content such as pictures, animated GIFs, video, and emojis. For example, fans of popular historical series were pushed with video previews of the upcoming season that increased excitement, engagement and ultimately viewership compared to basic text pushes.

The media & entertainment company also used deep links to deliver rich app-like experiences that encourage users to consume content outside the app and drive their brand engagement. For instance, romance lovers would receive push notifications with the latest updates from their favorite romance series including deep links that would allow them to seamlessly access the latest videos in the app and find out how the story unfolded.

What was equally important to having hyper-segmented audiences and driving engagement with Rich Content was the ability to predict success prior to delivering a push campaign. To understand the factors that control the lift in engagement our client used A/B testing to select the

most successful variations of push notifications, including images, GIFs, videos and different headlines.

With a finely tuned engagement plan in place, our client wanted the ability to measure success. For this, they partnered with Upland Localytics Technical Services on a methodology that would allow them to measure the success of push campaigns and their impact on the overall business goals. The Upland Localytics Technical Services team created a custom report to measure Incremental Video Views per User (IVVPU) which allowed them to link video views among users who received push notifications within a day of send and track this activity to conversions. This way, our client was able to easily get reliable insights without the need for control groups.

The Results

With an optimized push campaign strategy and the easy to interpret custom report from Upland Localytics, the media & entertainment client advanced their tactics and confirmed that intelligently personalized push notifications drive tangible results. Highly customized push messages not only helped our client reach their goal of increased engagement of video content but also improved their user experience and brand engagement allowing them to achieve:



Advanced Audience Segmentation based on Profile and Behavioral data resulted in an **800% lift in conversion rates**



A/B testing of push message headlines variants lead to a **65% increase in conversion rates**



Leveraging Rich Video Previews drove a **9% increase in engagement**



IVVPU Reporting: **17% lift** in incremental video views per user

The Summary

Our media & entertainment client had clear goals, a strong philosophy, and a desire to test and learn from their past campaigns. They used personalization capabilities powered by Upland Localytics' platform to combine the depth of data with intelligent features. As a result, they were able to engage highly targeted audiences with more customized communications, which resulted in an 800% lift in conversion rates. The partnership with Upland Localytics also enabled them to evaluate their push campaign strategy and create a tailor-made metric. The new reporting tool provided our client with actionable insights that allowed them to drive their business goals by getting a 17% lift in incremental video views per user.

For more information, please visit:

<https://uplandsoftware.com/localytics/>



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