



Localytics Drives 200% Increase in User Engagement with Push Notifications for A+E Networks

KEY RESULT

A+E Networks achieved a 200% increase in user engagement with push notifications by using Localytics targeting.

- Targeted push campaigns based on users' in-app behaviors
- Used push to recommend new content to users based on previous content views



The Company: A+E Networks

A+E Networks owns and operates a portfolio of ten cable TV channels, including A&E®, Lifetime® and HISTORY®. The company operates mobile apps for each of these channels, enabling users to stream full episodes of their favorite shows from current and past seasons, create customized watch lists, and view hundreds of online-only videos, right from their mobile devices and via their traditional distribution partners.

The Challenge: Engaging Customers on Mobile

For a multi-channel company like A+E Networks, engaging customers on mobile was a new challenge. With a diverse selection of mobile content, they needed a way to surface the right content to the right app users to increase engagement across their app portfolio.

The Solution: Localytics

To actively engage its customers on mobile, A+E Networks used Localytics' closed-loop marketing and analytics platform to send targeted push messaging campaigns.

Localytics powered A+E Networks' data-driven app marketing strategy by providing rich insights into user app behavior. Using these insights, A+E Networks segmented and targeted users based on their in-app behavior, such as watching a specific video or show. This enabled them to send highly personalized push notifications and offer relevant content to their app users.

By personalizing their push campaigns with granular targeting, A+E Networks was able to drive a 200% increase in user engagement with push notifications using Localytics.

Engaging our customers through mobile is at the top of our priority list, and we consider push messaging an important component of our communication strategy. Localytics gave us the platform we needed to understand our customers at a granular level and communicate with them in a targeted way with push messaging.

- Lee Boykoff, VP of Digital Analytics & CRM at A+E Networks