American Media Drives 34% Increase in In-App Purchases with Localytics Messaging

Magazine publisher drives in-app purchases, increases average session length, and offers up new opportunities for advertisers with in-app and push messaging.

The Company: American Media Inc.

American Media Inc. is a major magazine publisher that uses Localytics' enterprise level solution for twelve apps. American Media, Inc. (AMI) owns and operates the leading celebrity and health & fitness media brands in the country. Their magazines have a combined total circulation of 7.1+ million and reach 60+ million men and women each month. Their digital properties reach a total of 31+ million unique visitors and 231+ million page views monthly. The company's most popular app, Muscle & Fitness, is monetized through advertising and in-app purchases of issues and subscriptions.

The Challenge

Mobile apps offer new opportunities for traditional publishers to generate advertising revenue, but mobile banner ads are often detrimental to user experience and customer engagement. American Media needed to find a way to offer mobile advertising placements while at the same time improving customer engagement and conversion rates.

> *"Localytics Marketing pays for itself. Customized in-app messages are huge for promoting sales on back issues, free trials on subscriptions, and driving users to free advertiser-sponsored content."*
>
> - Chris Tarrow,
>   Manager, Tablet Production,
>   American Media, Inc.

The Solution: Localytics

American Media first began using Localytics through its partnership with app developer Mag+ and tracked typical MPA metrics such as total consumers paid digital issues, total number of table readers per issue, total number of sessions per issue, total time spent per reader per issue and the average number of sessions per reader per issue out-of-the box. Seeking an opportunity to market more effectively and enhance the value of their relationship with advertisers, American Media selected Localytics' entire analytics and marketing platform including Localytics Messaging, a product that makes it easy to engage with app users through in-app and push messaging.

Push Message   **In-App Message**

American Media used in-app and push messaging to create an innovative new opportunity for advertisers. They partnered with an advertiser to offer a free download of a sponsored issue titled The Ultimate Starter's Guide in their Muscle & Fitness app. Using Localytics Messaging, they sent push messages to drive users into the app and in-app messages displayed at the session start to encourage users to visit the app's issue library to access their free download.

The push notification (left) drove users into the app where the in-app message (right) was displayed at session start.

10 DAYS POST CAMPAIGN

IN-APP PURCHASES
34% ↑

SESSION LENGTH
23% ↑
AVERAGE LENGTH

53% ↑
MEDIAN LENGTH

Results

American Media ran multiple in-app and push messaging campaigns to promote time spent in app, subscriptions and the purchase of back issues. In the 10 day period after the campaigns were launched, subscription purchases increased 40% and issues purchases increased 29% over the previous 10 day period, for an aggregate **34% increase in in-app purchases**.

The campaigns also had a positive impact on session time, one of the most important metrics for advertisers. In the 10 days before the campaigns were launched, 27% of sessions were over three minutes long. In the ten days after the campaigns were launched, that number jumped to 33%. **Average session length increased 23% and median session length increased 53%**.

Outlook

American Media's innovative use of push and in-app messaging created a "win-win" for the company and their advertisers. Using Localytics Messaging, the company was able to improve engagement, increase in-app purchases, and drive users to advertiser's content. Moving forward, American Media will expand its use of Localytics in several ways. The company will leverage Localytics Attribution to track the effectiveness of acquisition campaigns. Additionally, American Media plans extend the use of push messaging to re-engage with users who have not been in the app for a couple of months. Finally, the company will expand the use of Localytics to all of its apps, to continue testing new messaging strategies to drive engagement and increase revenue.

"We now have insight into actual real-time user behavior that we didn't think was possible, Localytics' analytics and marketing platform is cutting-edge, I have not seen such a powerful, yet easy to use solution from any other vendor in the market."

- Chris Tarrow,
Manager, Tablet Production,
American Media, Inc.

About Localytics

Localytics is the leading marketing and analytics platform for mobile and web apps. Localytics works with some of the world's top brands to create great experiences for their customers and maximize profitability, engagement, lifetime value and loyalty. Start your FREE TRIAL or REQUEST A DEMO today.

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