



NHL Drives App Revenue through Targeted In-App Messaging Campaigns

KEY RESULTS

- Influenced nearly 20% of NHL GameCenter LIVE™ in-app subscriptions through targeted messaging campaigns
- Identified call to action copy that resulted in 50% higher conversion rate in messaging campaigns
- Learned that users on tablets click on in-app messages more than twice as much as users on phones



The Company: NHL

The NHL app for iOS and Android gives hockey fans free access to live game updates, content from their favorite teams, and live audio from every NHL game right from their smartphones. App users can purchase a subscription to NHL GameCenter LIVE™ to access live video streams of out-of-market games, enabling them to cheer for their favorite teams no matter where they go.

The Goal: Increasing GameCenter LIVE™ Subscriptions

The NHL offers in-app purchases of NHL GameCenter LIVE™ subscriptions. They needed a way to promote subscription offers throughout the hockey season to drive mobile revenue and bring hockey to more fans.

The Solution: Localytics

Using Localytics' app marketing and analytics platform, the NHL is able to reach the right users with offers that drive NHL GameCenter LIVE™ subscriptions and app revenue. The NHL sends branded in-app messaging campaigns targeted to users based on information they track through Localytics Profiles: NHL GameCenter LIVE™ subscription status, country, and favorite team.

“Localytics is the only platform that offers truly data-driven app marketing. In every campaign we test elements like copy, button color, and images to figure out what converts best and make the next campaign even better. Thanks to Localytics, we’re executing better campaigns, driving revenue, and making sure fans never miss a game,” said Matt Restivo, NHL Director of Product Development.

In one in-app messaging campaign, the NHL executed an A/B test of two call to action buttons: version A read “Learn More” and version B read “Buy Now.” **The winning CTA was “Buy Now” with 43% greater clicks and 50% greater conversions.**

By leveraging user data to send targeted messages, testing messaging creative, and carefully tracking performance data to learn from each campaign, the NHL has been able to meet its app goals. Looking forward, the NHL plans to leverage Localytics Profiles and in-app behavior data to deliver relevant content recommendations to people in the app and better serve hockey fans around the world.

Localytics is spectacular at capturing behavioral data because it is lightweight and easy to code into your app. Sending in-app messaging campaigns that target people based on their in-app behavior and profile information helps us drive mobile revenue.

- Matt Restivo, NHL Director of Product Development