



Case Study

8,48% push open rate and 293% conversion rate uplift
with optimizing push notification timing strategy

8,48% push open rate and 293% conversion rate uplift
with optimizing push notification timing strategy

About 4fun.tv

4fun.tv is the biggest music channel in Poland, providing Music Entertainment shows for the youth. As part of 4fun Media, 4fun.tv produces and airs music-related game and reality shows, live coverage of music cultural events and celebrity interviews as well as music videos. The second screen app 4fun APP allows music fans to be on TV, be friends with presenters, socialize with people, watch tv production from backstage, acting as a strong new marketing tool for the brand.

Challenge

Holidays are great times to ramp up mobile marketing efforts when users enjoy some leisure time and use their mobile phones more actively. Knowing that the user base of 4fun.tv consists mostly of teenagers, semester holiday is a perfect opportunity to drive more app engagement with segmented push notifications. Considering the fact that each city has semester holiday on different dates in Poland, mass push messaging will inevitably lead to low number of push opening rates. Furthermore, each user has unique app usage habits, which requires a personal approach to achieve more effective communication.



Segment

Users living in cities which have semester holiday



Solution

Insider Mobile Suite enables location based targeting, tracking users with Geo-targeting technology, and facilitates mobile marketers to send personalized push notifications segmenting its users according to their cities. Based on each user's in-app activities, **InTime technology of Insider discovers the ideal time to send push notifications**, analyzing user behavior with machine learning algorithms, which helped 4fun APP to optimize their **push notification timing strategy for its individual users**.



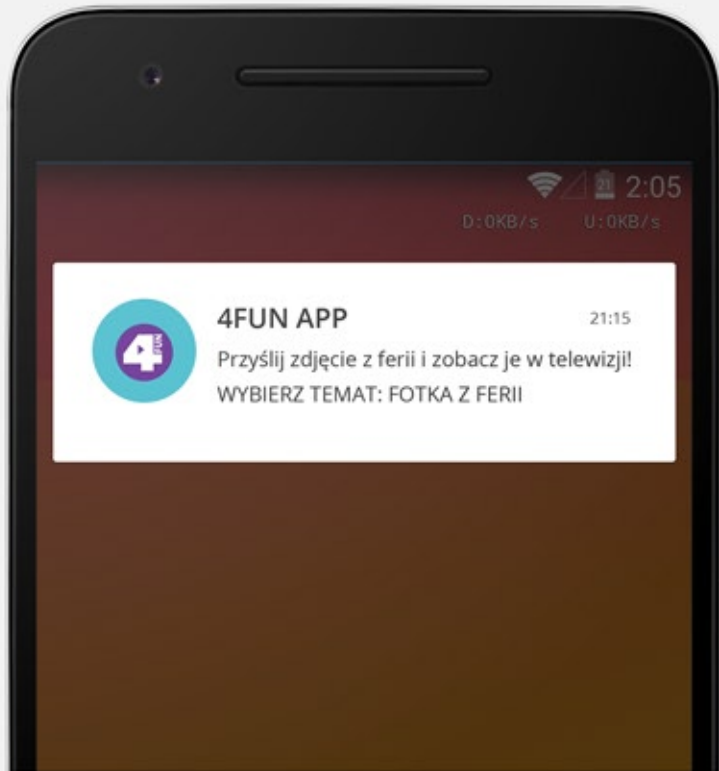
Implemented Personalization

Users were delivered a push notification, encouraging to send their holiday photos which would be displayed on the 4fun.tv television channel.



Result

As a result of Insider's personalized push notification campaign 4fun.tv was able to achieve higher app engagement with 8,48% push open rates and 293% conversion rate uplift.



Testimonial

"Thanks to Insider we have gained an opportunity to target our app users in relevant and unique ways. Insider empowers marketers to build an effective communication, increasing engagement and app usage. Advanced segmentation and dynamic personalization solutions deliver incredible results."

*Łukasz Modzelewski
Digital Media Director, 4fun Media S.A*