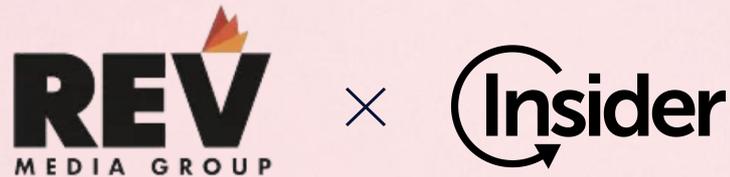


REV Media Group boosts content engagement with Insider's personalized CX capabilities





Ahead of the curve with competitive creativity

“The digital publishing landscape is constantly evolving and it is increasingly difficult to cut through the noise and clutter. The Insider team has unlocked the ability for us to turn pain points into targeted actionable tactics and the depth of work that Insider can do has been particularly valuable... user-friendly dashboards, ease of integration and the team is really proactive in coming up with new ideas and solutions. They understand our core business and what we’re trying to do”

Paul Moss

General Manager for Data Services

Rev Media Group



About REV MEDIA GROUP

Industry leaders trust REV Media Group (formerly known as Media Prima Digital) as the leading digital publisher in Malaysia. Over 30 top authority brands with an extensive distribution network that reaches out to more than 15 million people each month, about 75% of Malaysia's internet population.

As Malaysia's leading fully-integrated media house, with a repertoire of media-related businesses in television, print, radio, out-of-home advertising, content creation, and digital media. The Group has four television channels and four radio stations. It is also the owner of New Straits Times Press, Malaysia's largest newspaper publisher with three national news brands. Rev Media Group spearheads innovation, digital marketing, and technology within, providing holistic, end-to-end digital solutions encompassing performance marketing, mobile app development, data science and analytics, social media listening, and more. Leveraging on a comprehensive platform and reach, they strive to elevate brands to greater heights through influential, data-driven digital marketing solutions and exceptional content aimed at winning the hearts of consumers.

Founded: 2003

Numbers of stores: 30 brands online

Operates in: Malaysia HQ

Number of employees: 3,897+

Executive Summary

REV Media Group was looking for a platform that would enable the company to optimize content as well as user experiences. The REV Media Group-Insider partnership, which kicked off in 2017, helped the media conglomerate achieve both goals.

Using Insider's personalization platform, REV Media Group's digital team was able to optimize content based on a visitor's behavior and preferences. For example, they sent out automated browser push notifications to readers to notify them when their favorite author published a new article. The company also personalized its homepage content and developed targeted scenarios to encourage social sharing of content by users with their friends via social media channels and messengers.

Insider & Chartbeat Strategy



Reading Progress Bar

REV Media Group noticed that there was a significant drop off for users that are on their articles and do not actually finish reading the full article before leaving the site. This causes a drop in ad revenue when users are not exposed to ads, especially placed around the end of the article. REV Media Group needed to find a way to make their readers stay on the site longer so that there are better chances of ads being served to them as well as being directed to other related content.

A customised reading progress bar was implemented on the article title so that users are able to gauge how long an article is towards the end by scrolling down the page. This will help encourage users to continue reading and reaching the end of the article.

22.3% in Average Session Duration Uplift -- letting users know where they are in their journey creates transparency and increases their session duration because they know how much longer they'll have to go to get to the end.



Saravanan: More than 15,000 Msians in Singapore laid off

By Bernama, New Straits Times - December 15, 2020 @ 10:04am



In a statement yesterday, he said that as of Dec 7, 802 of the retrenched Malaysians have registered with the portal MYFutureJobs, with 195 of them having found new jobs.

Saravanan said the ministry, through the Social Security Organisation (Socso), is organising an online 2020 Johor PerjanaKerjaya Carnival specifically for Malaysians laid off in Singapore, from yesterday to Wednesday.

It was officially launched by Johor Menteri Besar Datuk Hasni Mohammad on Monday.

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A total of 30 employers joined in the carnival, offering more than 1,500 jobs, he said.

"I urge all Malaysians who have been laid off in Singapore to go to any Socso office to get help finding jobs through MYFutureJobs, which is a government employment portal," he said. - Bernama

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22.3%

in Avg. Session Duration Uplift

Clickable Header on Homepage

REV Media Group noticed that users have very low pages per session when they are on the homepage even when there's a lot of content on the homepage.

Insider noticed that all the section subheaders on the homepage are not clickable which probably led to a lot of people not being able to instinctively browse categories of content they are interested in, only what was shown on the homepage. Hence Insider helped create a breadcrumb and make all section subheaders clickable and easily redirect users to categories they are interested in.

Up to 168% pages per session uplift on desktop

Up to 141% Average session duration uplift on desktop

Up to 110% pages per session uplift on mobile

Up to 70% Average session duration uplift on mobile





168%
pages per
session uplift on
desktop

110%
pages per
session uplift on
mobile

Looking ahead



REV Media is constantly looking for ways to improve overall user behavior on-site to ensure users stay engaged with their content.

Additionally, as the Rev Media Group grows and diversifies, they will need a solution to optimize other target business metrics, specifically eCommerce-related ones.

REV Media recently acquired an eCommerce website (wowshop) and is interested in seeing how Insider can help support conversions. The integration is currently in progress.



About Insider

Insider is a cross-channel marketing platform that enables enterprise marketers to **connect** customer data across channels and systems, **predict** their future behavior with a built-in AI intent engine, and **orchestrate individualized** customer experiences at scale. Marketers use Insider's platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, Messaging Apps (WhatsApp, Facebook Messenger, RCS), Ads, and more.

Recently, Insider announced its \$32 Million Series C funding round, led by Riverwood Capital and joined by Sequoia, Wamda, and Endeavor Catalyst. Insider was featured in the Gartner Magic Quadrant for Multichannel Marketing Hubs 2020 and was named the #1 leader on G2's Mobile Marketing Software and Personalization Grids, with a 4.6/5 rating based 100% on user reviews, 18 quarters in a row. CrunchBase recently ranked Insider's co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

Many of the most prestigious Fortune 500 companies and top brands in retail, automotive, and travel use Insider to deliver AI-backed personalized experiences that exceed customer expectations. Insider is trusted by over 800 global businesses, including Singapore Airlines, Virgin, Toyota, New Balance, IKEA, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, BBVA, Domino's, Avon, and CNN.

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