

How Fox Achieved 96% Higher Traffic Improvement Compared to Industry Standards with Segmented Web Push Notifications



Insider's web push notifications provided us with exactly what we were looking for. We did not expect these mind-boggling results in such a short time span. Insider's approach to web push messaging — segmented push — helped us increase our traffic by three times in just six months. Insider's web push is one of our top 3 traffic sources at Fox. Great results coupled with great account managers at Insider. We are just getting started.

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About Fox

Fox New Channel is an American News Channel corporation owned by the Fox Entertainment Group, a subsidiary of 21st Century Fox. People all over the world follow Fox News, and it's available in more than 86 countries across the globe.



Increasing Sessions on Fox's Website

Fox's website is a primary channel where it can inculcate brand loyalty as well as attract new readers and followers. Therefore, Fox continuously leverages latest technologies to provide its visitors with a delightful and engaging experience..

Fox's marketing team was looking to improve the footfall of visitors on their website, as well as recommend relevant articles and TV series to their existing base of readers and followers.

That's when Fox tapped into Insider's Web Push technologies as it's a great channel to engage visitors right on their desktops even when they are off-site.

Leveraging Dynamic Content in Web Push Notifications

A lot of vendors offer web push messaging and promotion-based platforms, but what made Insider a standout platform for Fox was its ability to segment these messages based on visitor segments and to personalize the message for each visitor with dynamic content capabilities, automatically.

Visitor segmentation for web push allows anyone using Insider to create segments based on website activity, previously consumed media and articles, stage in the customer lifecycle, likelihood to convert and much more.

This way the receiving party will only receive content that is highly relevant. This scenario is ideal for improving CTR rates, engagement, number of sessions and pageviews on a website.

Here's how Fox leveraged segmented web push messaging:

- Web push messages were segmented based on reader interests like the categorical classification of articles read, the media consumed – TV shows, Online streams, and more.
- When a registered viewer's show got primetime, Fox sent web push messages including a link to the online stream.



96% Higher Traffic Improvement Compared to Industry Standards in 6 Months

Segmented web push notifications brought 3X more people to Fox's website. When compared to industry benchmarks for push messaging, the traffic improvement was 96% higher than the industry.

Web push notifications quickly became the third highest source of traffic for Fox. Also, when segmented web push was put head-to-head with bulk push, Insider's push messaging performed 4X better.