

In-App Messaging Drives 55% of App Viewers to Watch Promoted Content in Real-Time

Promoting live television content in-app leads to boosted engagement and more viewers for international media company

An international media company needed a way to promote their live television content during this year's political events. In order to drive a large crowd to watch the political event in-app, they needed to send messages to customers that an important broadcast was happening in real-time in an effort to encourage app users to tune in.

The media company implemented Apptentive's software into their app and used Apptentive Notes to send in-app messages to promote three different broadcasts. The company created three different Notes tailored to each broadcast, and created separate versions of each Note for iPad and iPhone users. The Notes were distributed during the broadcast in order to encourage a large segment of users to tune in at different times. While people were using the app, each Note included a message about the broadcast and an in-app deeplink to take them directly to the piece of content within the app where the broadcast could be viewed live.

RESULTS

The media company was thrilled to be able to message people at the exact time that the program segments started and ended. They were rewarded with extremely high conversion rates, which **drove more viewers to their highly advertised broadcast**. The three different Notes ran on both iPhone and iPad for 4 hours, 37 minutes. The media company received 116,978 total views where users took action. Of those views, 64,422 people (55.1%) clicked Watch/Watch Now to access the live broadcast. For second broadcast, which was the primary broadcast, **70% of viewers clicked Watch Now**.

About Apptentive

At Apptentive, we're the experts in mobile customer experience and in-app communication. Our in-app messages, surveys, and intelligent rating prompts empower brands to build meaningful relationships with their customers. Our software makes it easy for any company with a mobile app to grow retention, boost app store ratings, drive downloads, and earn customer loyalty. Apptentive powers millions of mobile customer conversations every month across the world.

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