



Time Inc.

[Time Inc. UK](#) is the leading UK consumer magazine publisher behind such popular titles as InStyle and Decanter. With a growing shift to digital, Time Inc. UK's objective was to trial three brands within three months. With the Adobe Experience Manager Mobile (AEM) platform in place, Time Inc. UK was able to quickly and economically build multiple apps for all of their titles. With this exponential growth and a desire to keep ahead in the digital marketplace, a dedicated Digital Magazines team was put in place to devise new marketing initiatives to increase number of digital subscriptions, single-issue sales and app downloads.

SOLUTION:



To help the team achieve their new marketing goals, Time Inc. UK needed software that would not only integrate with Adobe's AEM solution, but that would allow them to measure the effect of digital marketing in driving traffic directly to the App Store. The Oplytic software helped them connect the dots from campaign to paid subscription and provided turnkey access to all the mobile performance media networks for marketing and advertising.

RESULTS:



Being able to analyze and budget according to real-time information provided by Oplytic yielded Time Inc. UK the following: PPC (pay-per-click) campaigns generated the highest number of single issue sales, and external display campaigns on mobile app performance networks showed the highest conversion to subscriptions. Time Inc. UK saw: 13% increase in new subscription acquisitions, and 175% increase in upselling single issue customers to subscribers via the CRM strategy.



By partnering with Adobe and Oplytic, Time Inc. UK was able to build a rock-solid digital strategy. Integrating Oplytic with Adobe produced exponential benefits that would normally not have been possible. Time Inc. UK is now able to see exactly where their marketing dollars are being spent the most effectively, and to adjust accordingly - all in real time. Armed with this kind of knowledge, Time Inc. UK will continue to monitor buying behavior and be able to apply information to keep them on-trend and on-target with today's constantly shifting digital landscape.



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