How **Adobe** and **Oplytic** helped Time Inc. UK fire up their digital strategy.

More Apps ASAP

Time Inc. UK is the leading UK consumer magazine publisher behind such popular titles as Decanter and InStyle. At the end of 2011, they had one Apple Newsstand app. With a growing shift to digital, Time Inc. UK's objective for 2012 was to trial three brands within Q1. With the Adobe Digital Publishing Suite (DPS) platform in place, Time Inc. UK was able to quickly and economically build multiple apps for all of their titles and finished 2012 with 67 titles live on the Apple Newsstand and a beginning presence on Google Play. 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 production processes and marketing initiatives in 2013 and beyond.

Time Inc. UK Marketing Objectives
- Increase number of digital subscriptions, single-issue sales and app downloads
- Raise awareness of Time Inc. UK's digital portfolio

New Marketplace, New Challenges
Time Inc. UK's digital marketing strategy in 2013 aimed to tackle three main barriers publishers face with Apple Newsstand:
- Attributing success to marketing efforts
- Incentivizing subscriptions via iTunes
- Capturing meaningful data to implement a CRM strategy for cross selling and upselling digital customers

Evolving with Oplytic

To help the digital magazines team achieve their new marketing goals, Time Inc. UK needed software that would not only integrate with Adobe's DPS solution, but that would allow them to measure the effect of digital marketing in driving traffic directly to the iTunes store. This software had to help them connect the dots from campaign to paid subscription, have built-in tools to help acquire and gain users and have turnkey access to all the mobile media networks for marketing and advertising.

Mid 2013, Time Inc. UK's Digital Marketing Team started utilizing Oplytic's unique tracking solution for all their mobile app campaigns to help gain transparency in the conversion of their marketing efforts. Per Apple's guidance, Oplytic doesn't use UDID or Mac address. When IDFA (Identifier For Advertising) is available for attribution Oplytic uses IDFA to make an exact match of Campaign to App Install. When IDFA is not available, Oplytic matches a marketing campaign to in-app activity based on session context data when the Oplytic Insight Campaign Tracking Link is followed with context data when the app is actually run.

After some groundwork and testing, Time Inc. UK added Oplytic technology to every marketing channel.

By October, enough data had been accrued to understand which sources were working and which weren't to optimize marketing and budgets. Now, Time Inc. UK could ensure that all channels were receiving appropriate attention and all channels were being used appropriately for their designated marketing goals.

As the main objective was to increase digital subscriptions, Time Inc. UK used Oplytic's built-in marketing tools to apply traditional offers to the digital space. The technology enabled Time Inc. UK to offer incentivized digital subscriptions via iTunes and identify customers who purchased a subscription in real-time and gift them with e-vouchers. This helps encourage trial and improve conversion.

Facts and Findings

No information is more valuable for creating a marketing strategy than real-time data for all marketing channels. Being able to analyze and budget according to this information yielded Time Inc. UK the following:

- Social media, specifically Twitter, provided the most successful channel for free app downloads
- Time Inc. UK's PPC (pay-per-click) campaigns generated the highest number of single issue sales
- External display campaigns on mobile networks showed the highest conversion to subscriptions

Evaluating their campaigns after two months of using Oplytic, Time Inc. UK saw:

- 13% increase in new subscription acquisitions
- 175% increase in upselling single issue customers to subscribers via the CRM strategy

Looking Ahead

Building on their digital marketing successes, Time Inc. UK is now in the process of integrating Oplytic with their Facebook and Google app install campaigns.

Partners in Progress

By partnering with Adobe and Oplytic, Time Inc. UK was able to build a rock-solid digital strategy. Integrating Oplytic with Adobe DPS 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.