

Max Engage

Increasing audience engagement on mobile

Business problem for television station WDBJ

As U.S. local advertising dollars shift to digital, legacy TV advertising continues to decline.

Solution for WDBJ - Max Engage:

- Heavily promoted on-air, on their website and via Facebook
- Used customized, geo-fenced push alerts
- Delivered relevant, short videos on a daily basis
- Differentiated themselves from national brands by telling a local story and putting the weather in context
- Developed and delivered content native to mobile
- Saved lives during tornado (see below)



Sharanda got a warning on her @WDBJWeather app, got under a mattress in her basement with her 1yo baby girl. This is all that's left of her home.

Results

Within the first two months, WDBJ:

- Built a loyal, daily active user base
- Increased audience size and engagement
- Increased mobile video views from 6,000 to 236,000 per month
- Doubled their mobile page views

Results from WDBJ's use in the first two months of Max Engage

70%

Increased active users

36x

Increased mobile video views

4 more sessions per user/month

Increased audience engagement

100%

Increased mobile page views

6.3x

Annual ROI

The performance data discussed herein is presented as derived under specific operating conditions. Actual results may vary.

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