



The Dallas Morning News

Case Study

The Dallas Morning News (DMN) is a print and digital publication serving the Dallas-Fort Worth area of Texas. Founded in 1885, today, it has one of the largest circulations in Texas of 65,000+ with a social media audience of 1.5M and an online audience of 1.8M.

Mission

The mission of Dallas Morning News' engagement was twofold, 1) to modernize and transform an organization with Pushly's digital tools and 2) to increase profitability via subscriptions and ad revenue, utilizing Pushly as a new marketing channel.



Implementation

Once Pushly was integrated with the digital publication, it gave Dallas Morning News' readers a choice to opt-in to receive web push notifications on topics of interest to them. Pushly's notifications were displayed in users' web browsers, enabling them to click on those notifications and arrive directly to the publisher's site.

As Pushly collected reader behavior data, it further segmented them, fine-tuning notifications and bringing the readers back to the site with new content. Further, Pushly's AI technology was able to choose topics to show to the users that are similar to the ones that brought them to the website, showcasing more of the publisher's content and keeping the readers on the website longer.

Results



Increased quality
of traffic

5%

Incremental increase
in page views



First-party
connection with
the site

11%

Share of returning
traffic accounted
for by Pushly



Deeper
engagement

2x

Growth in return
visitors YoY



Increased
loyalty

5%

Increase in paid
subscriptions

5.3%

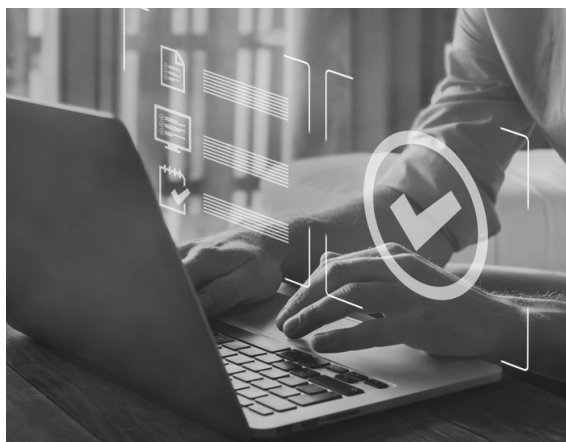
Average CTR

ROI +

accomplished ROI goal in
12 months

"We really started it just as a test. When we saw the results, we were shocked — in a good way. We added many more users than we expected, and then started strategizing about how to use the tool for more than just daily breaking-news alerts — and how to spread this tool beyond the newsroom's Audience team."

-Mark Francescutti, Director of Digital Marketing Operations and Engagement



Bottom line

With the implementation of **Pushly**, The Dallas Morning News was able to deliver the right content to the right audience at the right time and in the right way. Dallas Morning News has been able to increase the quality of its readership, fostering deeper connections and a loyal audience, which means higher subscription revenue. Having a loyal audience allows publishers to generate reliable ad revenue.

Pushly

www.pushly.com

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