

THE ADVOCATE

CHALLENGE:

The Advocate had a goal to increase paid subscribers and use Pushly to meet those goals.

SOLUTION:

Pushly deployed a plan to engage off-site anonymous readers with a signup notification after a specific number of optimized push sessions for maximum conversion.

8%

Avg. monthly growth
in paid digital
subscriptions in year
one

Pushly is a forward-thinking company that supports clients and helps them achieve their goals. At a time when news organizations must reach readers in many different ways to create habit and promote digital subscriptions, effective push strategies are a must.

Kyle Whitfield, VP Consumer Revenue