

CHALLENGE:

Future's SVP Audience was skeptical about the power of push, and the media company's set of use cases was vast. Including audience growth, newsletter acquisition, commerce, subscription and paid membership

SOLUTION:

Launched a 60-day pilot with hands-on guidance and insights from Pushly's strategic accounts team. Once success was proven, partnership expanded across portfolio of 42 brands. In April 2025, Future announced a two year extension of the Pushly partnership.

1000%

Lift in Monthly Referrals

88%

Clicks derived from Automated Feed (reducing manual effort)

7-12%

Click Rate with Smart Segmenting