



CASE STUDY

Minute Media

How Pushly Turned a Growing Sports Network into an Automated Engagement Powerhouse



minute media

Pushly

www.pushly.com

Overview

Minute Media, a global technology and content company built for the future of sports consumption, teamed up with Pushly to supercharge engagement across its massive portfolio. What started with just four domains in March 2025 exploded into hundreds of sites and subpages in only a few months.

THE RESULT

A push program that allows for both automation and editorial oversight, generating millions of clicks, and consistently beating industry benchmarks for engagement.

Challenge

Minute Media oversees a sprawling network that includes FanSided, Sports Illustrated team pages, and more. Scaling push across this ecosystem meant tackling three big hurdles:

- **Speed:** How to launch across hundreds of domains without burning up team bandwidth
- **Scale:** How to automate daily pushes without losing editorial oversight or audience connection
- **Clarity:** How to make sense of reporting across so many properties

THE MISSION

Create a channel that is powerful, reliable, and low-maintenance.

**Sports
Illustrated**

90 MIN

FANSIDED

**THE PLAYERS'
TRIBUNE**

MENTAL FLOSS

Solution

Pushly's white glove team partnered closely with Minute Media to build a scalable solution:

CUSTOM DEVELOPMENT SUPPORT

- Pushly's developers rapidly **onboarded hundreds of Minute Media properties**, creating subscriber segments in bulk and implementing automated RSS-driven feeds.

SCALABLE AUTOMATION

- **Automated RSS sends** were deployed across FanSided and Sports Illustrated pages.
 - **FanSided:** 2–3 automated sends daily to “All Subscribers” segments across 175+ domains
 - **Sports Illustrated:** 2 automated sends per subpage segment daily across 236+ team pages

FLEXIBLE STRATEGY

- While most properties rely on automation, **editorial teams retain manual control** when desired. For example, Arrowhead Addict disables automated sends on Chiefs game days so the team can send manually.

STREAMLINED REPORTING

- Performance **reporting is fully automated** into Minute Media's ecosystem, delivered via S3 bucket and email digests for easy, at-scale visibility.

CLOSE COLLABORATION

- Pushly **maintains consistent communication** with Minute Media stakeholders, ensuring both technical alignment and strategic optimization.

Results

Between launch and August 2025, Minute Media achieved:

RAPID SCALE – FROM ZERO TO EVERYWHERE

- Launched **4 domains** on March 5 (FanSided.com, ArrowheadAddict.com, The Landry Hat, and Winter Is Coming)
- Expanded to **175 FanSided sites** by July
- By June 2025, extended push to **236 Sports Illustrated team subpages**
- Additional rollout included MentalFloss.com in July, with PlayersTribune.com planned next

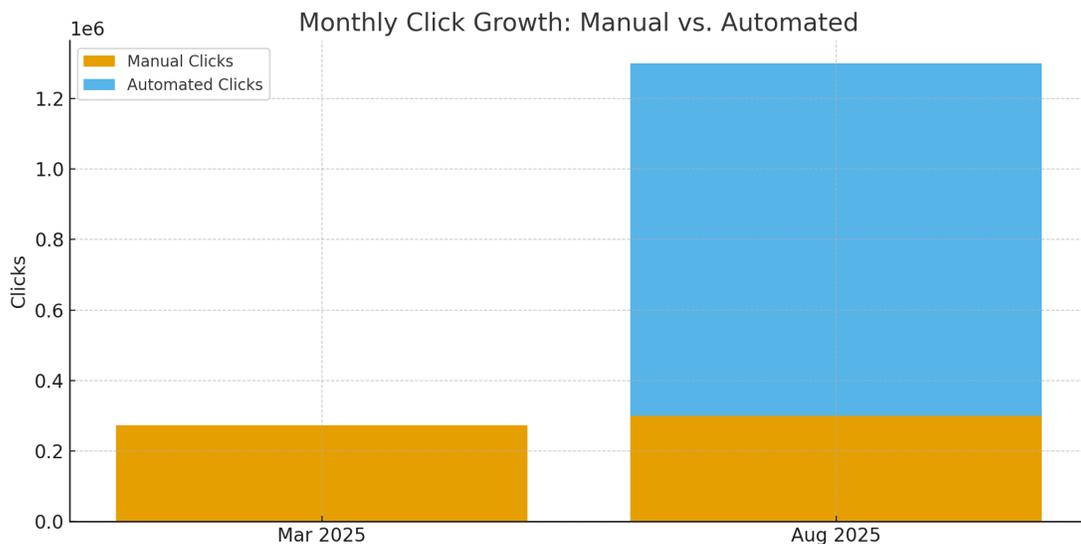
AUTOMATION-DRIVEN PERFORMANCE

- **March 2025:** 5 sites generated 273K clicks, only 700 from automation
- **August 2025:** 166 sites generated **1.3M clicks**, with 1.0M (76%) from automation
- Automation's share of clicks grew **from 0.3% to 76%** in only five months

ENGAGEMENT SOARS

Unique CTR improved **from 12% in January to 21%** in August

Pushly automation helps limit performance attrition, keeping engagement far above the network average of 10–13%



Key Takeaways

With Pushly's automated workflows and white glove implementation, Minute Media scaled push notifications from a handful of domains to hundreds in only a few months.

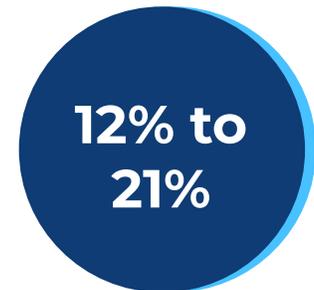
Engagement rates increased while operational lift decreased. Pushly's flexible automation and custom development allowed editorial teams to focus on content while retaining control for key moments.

AT A GLANCE

- **Client:** Minute Media
- **Launch Date:** March 2025
- **Properties Live:** 400+ (FanSided, Sports Illustrated subpages, Mental Floss, more)
- **Automation Impact:** 76% of all clicks now automated
- **CTR Growth:** 12% to 21% in eight months
- **Reporting:** Fully automated via S3 and email digests



CLICKS IN A MONTH



CTR GROWTH IN A MONTH



AUTOMATION'S SHARE OF CLICKS

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