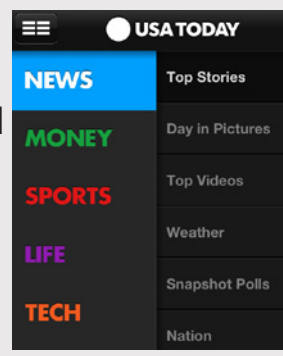




USA TODAY™ CASE STUDY

Mobile Presence

App47 helps build solid insights based on empirical consumer data for USA TODAY.

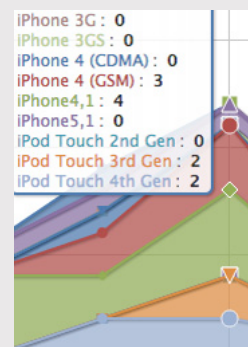


USA TODAY Mobile Page

App47 Platform

Mobile Application Management

Know where, when and how users are interacting with content.



App47 Analytics View

FAST FACTS

Building the Best Mobile Presence: How USA TODAY's Mobility Team Benefits from App47

App47 advantages are evident at every phase of the enterprise mobile application lifecycle.

ANALYTICS

The mobility team has access to a previously unthinkable amount of user behavior and mobile app performance data. The team monitors performance at hourly intervals to fine-tune app performance and sustain positive user experience.

DISTRIBUTION

App47's App Store has been a time and sanity-saving management tool that has become an integral part of their development process. The custom app store means easy and controlled build distribution to test groups, ensuring use of the most current versions.

STABILITY

App47's lifecycle management has allowed for fast crash resolution and easy app updates. The team can pinpoint when an app is blowing up, isolate the details around the cause and address concerns before they become user performance issues.

USER EXPERIENCE (UX)

USA TODAY has a clear view of how users interact with its mobile apps. They can see how and when content is accessed, and which content is most popular. These data points inform how to best monetize their mobile presence with respect to when and where promotions are placed and priced.

VALIDATION

The USA TODAY mobility team can verify whether or not a potential feature is worth incorporating in to a mobile app. Feedback surveys or requests might suggest a preference, but user behavior data will confirm the need and save the team from pursuing un-necessary development. This directs where the team should invest its R&D dollars.

The Challenge

Mobile Media Consumption and Mobile Base Monetization

At the end of 2011, the team at USA TODAY noticed an interesting phenomenon. While the namesake newspaper remained a newsstand

fixture, web visibility was booming.

Web-focused folks and old news pros alike realized that for the first time, mobile views of the USA TODAY site surpassed standard web page views. The conclusion was clear: Information consumers were getting their dose of USA TODAY content on the go.



It was time for USA TODAY to prepare for a print-free reality—but that meant more than simply delivering content via mobile devices.

It also meant finding the optimal way to monetize the mobile user base.

The Solution

Granular User Data to Improve UX and Monetize Content

Mobile apps were the key to building USA TODAY's mobile audience. Plus, there was an untapped opportunity to realize greater app ad revenue.

Audience engagement visibility was key: determine when, where, and how users access content via mobile apps, so USA TODAY could optimize rates similar to the way TV networks price ads during major sporting events. They could also refine user experience based on data that justified app updates, feature development and even future functionality.

Accessing those advantages would be possible thanks to USA TODAY's partnership with App47, an emerging leader in



The real revelation? Finding a granular level of data that allowed USA TODAY to see across devices, operating systems, and networks.

Mobile Application Management (MAM) specializing in maximizing the design, deployment, performance analysis and ongoing optimization of mobile apps.

The App47 platform allowed the dev team to completely control the mobile app lifecycle from design and distribution to management and maintenance. It also provided access to user data

that wasn't just being missed, but in many ways wasn't even previously conceivable.

The Results

Unrealized and Unprecedented User Data Visibility

The App47 platform has given USA TODAY the ability to scrutinize user engagement at micro-

interaction levels such as how they page through an article (known as swiping), if they hit the offline down-

load button, share content, etc. These events can be logged for deep analysis, generating metrics that inform the real value of user behavior. Of course, all of this is amalgamated under an imperative to ensure data security and user privacy.

where—in geographic terms—they are spending it, and even how they interact with content. That drives incredibly precise ad placement and pricing, which means more revenue. And all of this is founded on a backbone of confidence that USA TODAY mobile apps are being designed and deployed to ensure optimal user experience.

Prior to engaging App47, USA TODAY essentially "didn't know what it didn't know." Now, the mobility team can see across devices, operating systems, browser types and wireless networks. They can quantify how much time people spend in an app,

The bottom line? USA TODAY is building mobile apps that cement its role as a leader in delivering and commoditizing today's mobile content.

What they now know

What App47-powered MAM means to USA TODAY is a product-level view of app performance metrics that was previously not just unavailable, but quite simply unknown.



When are the peak times for app usage and how long do users stick around



Where are people using the app and where within the app are they spending time



How do people interact with the content and respond to new features