



Commerce

RESULTS AND HIGHLIGHTS

- Multi-platform newsstand for iOS, Android and Web with consistent Reading Experience
- Grew the number of All-You-Can-Read paying subscribers by 36% in 1st year
- Became no. 1 ranked app in the Danish iTunes store
- Grew their app store reviews from below 2★ to 4,4★
- Added advanced and innovative features such as Text mode, Explore Free Articles, Podcasts

White-label Newsstands

How Aller Media's Pling became the No.1 Danish Digital Newsstand

About the customer

Founded in 1873, Aller Media is the leading publisher of magazines and newspapers in the Nordic region (Denmark, Sweden, Norway, Finland). Aller Media provide all print subscribers with free access to digital versions of the content.

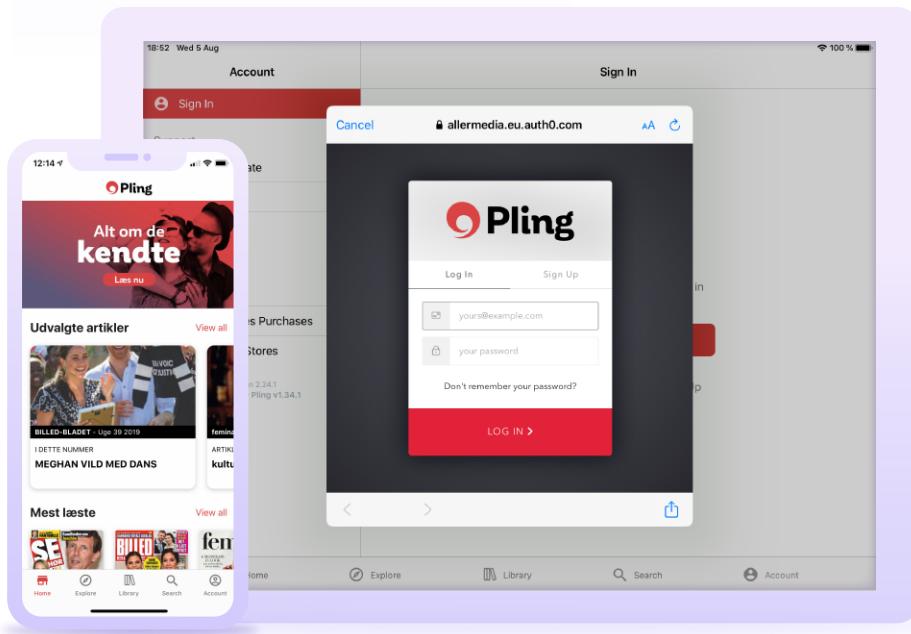
The challenge

Aller wanted a digital solution that would allow them to engage with the readers of their 100+ publications as well as grow their digital subscriber base.

Their old 'Pling' newsstand was tablet-only and had very limited features, with no support for inapp purchases or smartphone optimised Text mode reading, and they saw it unfit for reaching a wider audiences, sell more subscriptions and regularly engage with readers to retain them.

Evaluation

The main focus for Pling was to create an All-You-Can-Read subscription model. In order to grow it, they needed to focus on reaching the maximum audience, converting and then retaining them.



The Solution

Naviga Commerce proposed a White-Label Newsstand. A single solution for iOS, Android and Web that would help reach the maximum number of readers. It could also serve as a new subscriber acquisition channel thanks to its optimized eCommerce UX. An engaging Reader UI with advanced options coupled with consistent experience across devices and platforms would make readers more engaged with Pling and Aller's 100+ brands.



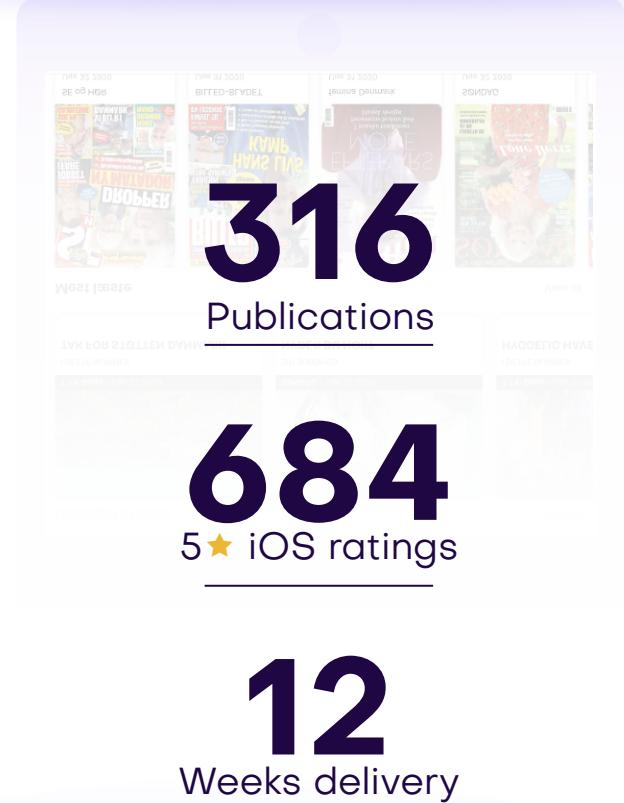
There are lots of new features that overnight made it more fun to read magazines and newspapers. A better reading experience, where you can switch between the traditional page format and a new, innovative text-reading feature, and beautiful design optimised for mobile.”

Michael Skye,
Pling Brand Owner, Aller Media

Implementation

The old Pling was replaced with the new solution using Naviga Commerce's white-label newsstand, within just 3 months from project start to go-live. The existing subscribers were all migrated. Pling actively leveraged the platform's integrated Marketing tools such as push notifications and in-app messages for user activation and retention. As well as leveraging the extensive deep analytics and events available across the platforms.

These tools have proven to provide great results for subscriber volume growth, and now Aller plan to increase their usage to grow subscriber volume further.



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