



Dictionary.com increases active user rates, engagement via push notification

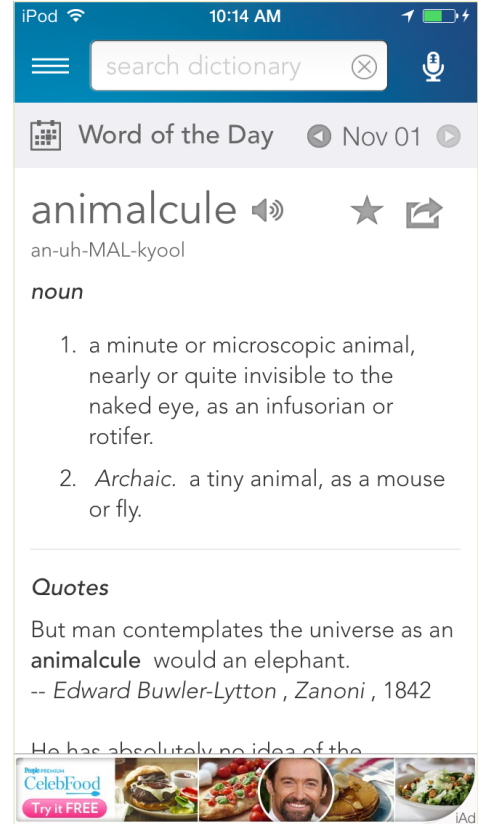
Dictionary.com's objectives:

- Increase active user rates
- Enhance users' learning experience by providing Word of the Day through push notification

As the world's largest and most authoritative online dictionary, Dictionary.com provides a destination where users can access a myriad of educational and entertaining vocabulary-building tools. The company's core applications have 22 million installs across a variety of mobile platforms, making Dictionary.com the world's most downloaded mobile dictionary.

Dictionary.com's Word of the Day was a hugely successful franchise on the website, so when creating the app they wanted to give mobile users access to the content without directly visiting the app itself. To help increase the active user rate and engagement, Dictionary.com considered different mobile-messaging providers to help unobtrusively deliver the Word of the Day to interested users in a manner that would maximize the value of their learning experience.

After reaching out to several players in the marketplace, Dictionary.com chose Urban Airship due to solid experience with known brands, feasible pricing, and technical know-how that fit into Dictionary.com's vision for its mobile applications. Following a quick and seamless implementation, Urban Airship



By delivering the Word of the Day via push message, Dictionary.com keeps users informed without having to directly access the app.

Results

↑ 6%

Increase in active user rate among iPhone app users

↑ 22m

Installs of Dictionary.com apps across mobile devices



WHAT OUR CLIENT SAYS ABOUT OUR SOLUTION

“Urban Airship has played a key role in helping us increase active user rates and engagement while holding true to our vision of delivering an immersive word discovery experience to our customers.”

—Lisa Sullivan-Cross, General Manager, Dictionary.com

now delivers Dictionary.com’s Word of the Day via push notifications to millions of mobile devices on a daily basis.

By working with Urban Airship, Dictionary.com’s offers a word-discovery experience accessible anywhere, anytime, making popular features easy to access. After assessing high usage and positive user comments about the Word of the Day, Dictionary.com implemented push messages to users, enabling users to receive the Word of the Day effortlessly.

As a result of leveraging Urban Airship’s push notification capabilities, Dictionary.com has increased its active user rate for its iPhone app alone by 6%. Along with powering the app to realize objectives around customer engagement and branding, Urban Airship has helped Dictionary.com hold true to its vision of delivering valuable information on word learning to its customers.

“Dictionary.com’s mission is to provide a total destination for word discovery, that enables our users to effortlessly expand their knowledge and mastery of language,”

said Lisa Sullivan-Cross, general manager of mobile for Dictionary.com. “Push notifications offer our word enthusiasts the added value of accessing one of our most popular features without the need to directly access the app.”

The success of the push notification program has also been a key component to Dictionary.com’s overall brand strategy.

“Urban Airship has helped make one of our most popular features more easily available, which has undoubtedly contributed to Dictionary.com’s success as the world’s most downloaded dictionary app across all mobile platforms.”

—Lisa Sullivan-Cross, General Manager,
Dictionary.com