URBAN AIRSHIP

WILEY

Transforming the Research Experience by Delivering Catered Content to the Research Community

Wiley's Objectives

- Increase digital presence through mobile apps

- Share content immediately via push message

- Personalize research experience through detailed tagging

Wiley is a global provider of knowledge and knowledge-enabled services that improve outcomes in areas of research, professional practice and education.

Wiley creates apps that cater to specific subjects and practices to complement their already robust books and journal platform Wiley Online Library. Wiley has more than 200 highly specialized apps, such as German Applied Chemistry, Advanced Materials, and Hepatology. In creating apps, Wiley is able to use push notifications to deliver the latest available research to the scholarly community.

Wiley's apps move beyond solely a reading service for users. Push notifications transforms the experience by delivering selected content to researchers ensuring they are always up-to-date. "We heard from our users that they wanted a more direct way to keep on top of their interests," said Ian Campsall, Product Manager for Mobile Platforms at Wiley.

In response, the team recently implemented a detailed tagging strategy to deliver content alerts tailored to each user, based on subject and topic keywords that they have indicated an interest in learning more about. "It's set up
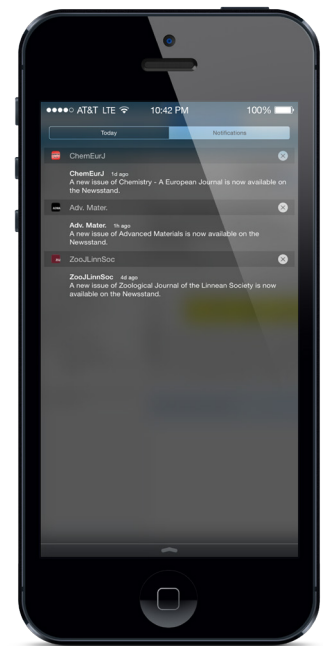
Wiley's apps send segmented push notifications about new content based on keyword tags and a user's research interests.

RESULTS

⬆ **15-20** minutes

Average user session ranges between 15 and 20 minutes.

⬆ **Increased app opens**

After sending a push notification, Wiley sees a spike in users opening apps.

> *"Urban Airship keeps our apps relevant to users with segmented push notifications. Delivering catered content provides researchers with the information they need to help shape a better future."*
>
> *Ian Campsall,*
> *Product Manager for Mobile Platforms, Wiley*

similar to a 'more like this' feature and uses meta tags to identify content tailored to each user, highlighting content our communities are interested in," said Campsall.

When creating app content, Wiley asks authors to apply tags to the content. For example, an ecology journal might use a broad, subject-based tag such as "boreal forest," in addition to more detailed tags such as a type of moss, or Amiasciurus Hudsonicus, the proper Latin name of the Red Squirrel, when publishing new content.

If a user has indicated interest in one of these keywords, he or she will receive a push message deep-linking to the new piece. This eliminates the need to dig through volumes of research to find the right material. Wiley found that an average of five to six tags at varying levels of specificity per research piece makes content most discoverable. After sending a push notification, Wiley sees an increase in app opens and consequently, time spent in the app.

All of Wiley's iOS apps also include an iCloud sync feature, which allows users to receive a push notification across all devices. "If a user gets a push on their iPhone and iPad, they can swipe the message on their iPhone and save the article to read later on their iPad," Campsall said. This creates a seamless user experience across devices.

Wiley has also been able to quickly implement new Urban Airship features, making its apps more sophisticated. "Our developers love the intelligent design of the software development kits," Campsall said. "With Urban Airship, Wiley supports the needs of researchers by delivering catered content through innovative apps."