



Neue Zürcher Zeitung

## Users Choose Category Interests for Targeted Messages

### Neue Zürcher Zeitung's Objectives

- Integrate a mobile app into its business strategy
- Give users topic-based notifications
- Increase time spent in app

Neue Zürcher Zeitung (or NZZ) is the Swiss newspaper of record and one of the oldest newspapers still published. In addition to its print and web-based content, the company offers a mobile app.

The NZZ.ch app provides cutting-edge stories on topics such as finance, sports, science, and international news.

For NZZ, a mobile presence with push notifications is top priority. By implementing push notifications, the app delivers the latest stories to users.

The news app integrates segmented messaging to provide a more personalized content feed via push notifications. Users can select to turn on notifications related to specific categories, such as sports or finance, and receive relevant updates.

"By default, our users are set to receive breaking news content when opted in to push," said Niklaus Gerber, Product Manager for Apps at Neue Zürcher Zeitung. "Many of our users choose to opt in to at least two other topics in addition to the breaking news category."

Since implementing targeted messaging based on topics, which gives users more choice over content, NZZ has seen time spent in app increase by nearly two minutes.



*The NZZ.ch app uses targeted notifications based on a user's indicated topic interests to serve up news stories.*

### RESULTS

 **56%**

Increase in time in app after targeted push messaging was implemented.

 **Decreased opt-outs**

Since implementing targeted messaging, NZZ has seen fewer users opt out of notifications.

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*“Urban Airship’s mobile engagement solution and backend support are strong—there’s great out-of-the-box capabilities. The quality of service is well worth the money.”*

***Niklaus Gerber,  
Product Manager for Apps, Neue Zürcher Zeitung***

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The NZZ.ch app has also seen increased open rates.

Sports is one of the app’s popular categories. “We want to set the stage and encourage users opt in to messaging and engage more interaction,” Gerber said. “We’ve achieved these objectives for growth by giving the user more control with choosing categories and integrating segmented messaging.”

Neue Zürcher Zeitung sees Urban Airship as a valuable, genuine partnership. “The Urban Airship team is always there to help and give great consulting.”

The news publication sees great value in segmented push notifications, because it can reach users at influential moments. “We want to always be mindful of content to provide a quality experience for our users,” Gerber said.

“We make sure to think through the user’s experience: we send a push and deep-link the notification to an article for easy reading rather than just dropping in a dead-end headline and being the first to get the message out to our audience.”