



POLITICO

POLITICO Europe Uses Mobile Wallet for Brexit Coverage

POLITICO's Objectives

- Reach new readers and drive more visibility to Brexit coverage by serving people the latest information on mobile without requiring an app
- Achieve app-like engagement without the time and expense, using highly interactive and dynamic wallet pass content and real-time lockscreen alerts

POLITICO is a political-journalism organization that covers politics and policy in the United States. Its European edition – a joint venture of Axel Springer SE and POLITICO – features similar topics and news regarding the European Union and is regarded as the most-read media outlet by EU policy influencers.

POLITICO Europe does not yet have its own app, but they wanted to reach more readers with timely EU referendum coverage, which made mobile a top priority. They also wanted to leverage this historical vote to acquire new readers and provide a highly innovative way for people to stay up to date on the latest polls, key stories and voting results.

Together with global marketing and technology agency DigitasLBI, POLITICO chose to use Urban Airship Reach to power its interactive EU Referendum Tracker for Apple Wallet. The project took less than three weeks to implement, market and deploy, with DigitasLBI creating the middleware to pull in real-time polling and voting results.



POLITICO used mobile wallet solution, Urban Airship Reach, to share live voting results and news regarding the Brexit with its EU Referendum tracker.

RESULTS

10,000 passes

added to Apple Wallet in just 7 days.

↑ 81%

One week after voting results, 81% of passes were still addressable, remaining on users' mobile devices.

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Gabriel Brotman,
Executive Director of Strategy, Marketing and Growth, POLITICO

By using Urban Airship Reach, POLITICO was able to alert users to important new developments and dynamically update wallet pass content. The front of the pass featured visuals displaying polling results leading up to the June 23rd vote, and then it switched to graphically display voting results as they came in from the 382 voting districts. The back of the pass provided summaries and links to POLITICO’s latest coverage, becoming an important source of traffic for its website, as well as a convenient central repository for quick access to the latest stories.

“This is a great way for us to test pushing key moments of a major story to our audience so that they can keep track without having to go look for news,” said Kate Day, POLITICO’s editorial director of growth. “It was an eye-catching addition to our already robust Brexit coverage and something distinctive that we could offer that others didn’t — continuous updates for those closely following one of the year’s most significant political and policy debates.”

The EU Referendum Tracker wallet pass was successful in helping POLITICO acquire new users, as nearly three quarters (74%) of registered pass users were new to the organization’s database. In the single week from launch to the vote, POLITICO surpassed its goal of gaining 10,000 passholders. In terms of geographic breakdown, the highest volume (34%) were from the United Kingdom, but passholders hailed from 104 countries.

To promote and distribute the pass, POLITICO linked to a landing page in its newsletter, sent emails to existing readers and launched social promotions on Facebook and Twitter. Direct download links were also available, bypassing registration. Facebook proved to be the most successful social channel for gaining new registrants, with a 4-5% clickthrough rate.

Once the voting results were in, the POLITICO team continued to leverage Reach to share new stories with passholders. Leading up to the vote, the team was sending up to four notifications a day with many more updates made to the pass itself. Users reacted favorably to this innovative mobile wallet use case, with social reactions ranging from “neat,” to “fascinating” and “absolutely genius.” In fact, one-week after the vote, 81% of the passes were still installed on users’ phones.

The POLITICO team noted that this campaign strategy will become a blueprint for all future expansion plays. They also shared traffic detail, with wallet distribution and timely Brexit coverage driving a 300% boost in traffic in June.

“Everyone on the team thought it was a super innovative solution for our use case, as we could alert people [via change notifications] to updates around this dedicated event,” said Gabriel Brotman, executive director of strategy, marketing and growth at POLITICO. “Not only did we meet our goal, we acquired many new users who reacted very positively to our mobile wallet initiative.”