



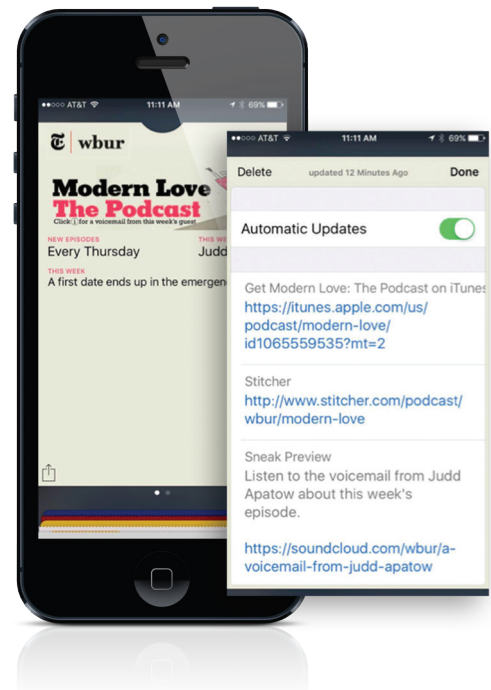
The Perfect Pair: Mobile Wallet Meets the Modern Love Podcast

Objectives

- Promote new podcast series through a new marketing channel: mobile wallet
- Engage listeners on their mobile device by showcasing new and related content without depending on an app or email campaign
- Vet a new, easy-to-use option for the WBUR podcast to keep listeners up to date and engaged on their mobile devices
- Nurture customers, building on-going anticipation for the weekly podcast event

Bringing stories of love to an ever-growing audience, The New York Times' popular Modern Love column has added a new audio experience with Modern Love: The Podcast. For those unfamiliar, the Modern Love column has published weekly reader-submitted essays that explore the joys and tribulations of love for 11 years and running. The new podcast, produced in collaboration with WBUR (Boston's NPR News station), carries this sentiment to more users through a new channel.

Modern Love: The Podcast adds a new dimension to the popular column, exploring the trials and tribulations of love through sound – readers' stories are read aloud by notable personalities, such as Judd Apatow and Dakota Fanning, followed by updates from the original essayists themselves.



The podcast uses the back of the pass to provide links to guest reader's voicemail and other ways to hear the podcast. It can be easily updated weekly by the WBUR podcast team.

RESULTS

↑ 96%

Retention rate on downloaded passes.

2 weeks

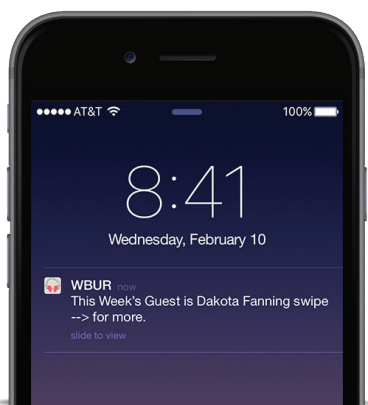
From concept to completed campaign launch.

“Reach made it super easy to execute this promotional idea – from concept to execution, it only took about two weeks. That speed and ease allowed us to focus on our core mission of delivering engaging, thoughtful and high-quality content.”

*Kristen Holgerson,
Director of Marketing and Promotion, WBUR*

“To promote the new podcast series, we wanted to find an interesting way to share information about upcoming podcasts, and leverage our compelling audio assets,” said Kristen Holgerson, director of marketing and promotion at WBUR. The team had already been talking with Urban Airship about mobile apps and asked the strategy consulting team for suggestions.

Urban Airship recommended using Reach, mobile wallet solution, for several reasons. For listeners, mobile wallet offers a streamlined experience with easy access to the podcast anywhere. They only have to download the pass once and it is automatically updated weekly. Once the pass is installed, the WBUR podcast team can send scheduled reminders to highly visible device home screens, sharing the week’s special guest and accompanying links, including audio ads recorded by guest readers made to sound like personal voicemails. Users swiping this reminder are immediately taken to the pass itself.



A lockscreen notification for a wallet pass update.

“It’s a fun approach but it also makes a lot of sense for WBUR to use mobile wallet because passes can link back to iTunes, which is the primary way users hear the Modern Love podcast,” said Jessica Alpert, managing producer for program development at WBUR. “Plus, unlike SMS, we can use the back of the wallet pass to provide links to guest reader’s voicemail and other ways to hear the podcast without overwhelming listeners. Tuning in involves a couple of taps to the wallet pass – making it less likely for listeners to get lost in a myriad of emails or text strings.”

To set this up, the Modern Love podcast team emailed fans who had opted in to receive more information about the new podcast series, sending a simple link to download the pass to their mobile wallet. This first promotional effort netted conversion rates twice the industry average, based on the number of recipients that downloaded the Modern Love wallet item. Initial data shows that those who have downloaded the pass are keeping it (a 96% retention rate!), offering the Modern Love podcast team an ongoing channel to continuously engage listeners.

“Using mobile wallet to promote the podcast is great because we avoid the expense and possible annoyance associated with ongoing use of other channels like SMS,” said Holgerson. “We also don’t have to spend a ton of energy convincing people to download another app to their phone, and Wallet made it super easy to execute this promotional idea – from concept to execution, it only took about two weeks. That speed and ease allowed us to focus on our core mission of delivering engaging, thoughtful and high-quality content.”