

 as**COMPANY**

Founded in 1967, Diario AS is one of the largest sports newspapers in Spain — and the third most read paper of any kind in the nation — with an average daily print circulation of over 214,000. Diario AS' website attracts more than 50 million visits monthly, with international editions for several Latin American countries, an English-language site launched in 2012 and Arabic site in 2018.

INDUSTRY

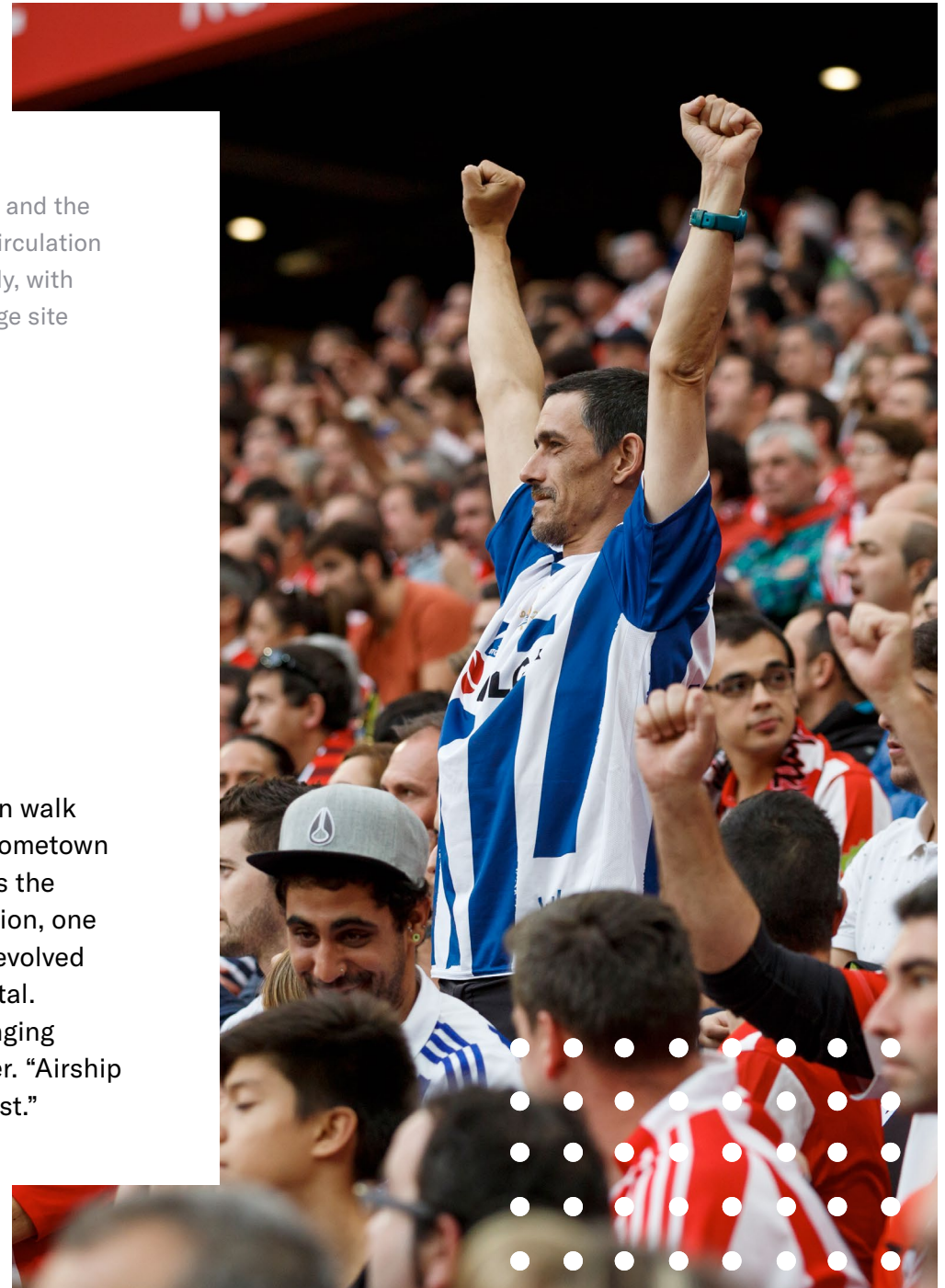
Media

PRODUCTS

Push Notifications, In-App Messaging, Web Notifications, Personalization, Performance Analytics

Diario AS Scores **Major Wins** in **Reader Engagement** with Airship

In Spain, where children begin playing fútbol nearly as soon as they can walk and passionate fans lap up every available shred of news about their hometown team, it's not surprising that sports journalism is a massive industry. As the news media industry globally continues to shift toward digital distribution, one of Spain's oldest and most popular sports newspapers, Diario AS, has evolved with it. Today, most of the brand's advertising revenue comes from digital. "Earlier on, we had the challenge of connecting with our users and bringing them to our app and website," said Gonzalo Téubal, Chief Digital Officer. "Airship gives us an easy and reliable way to deliver the latest sports news — fast."

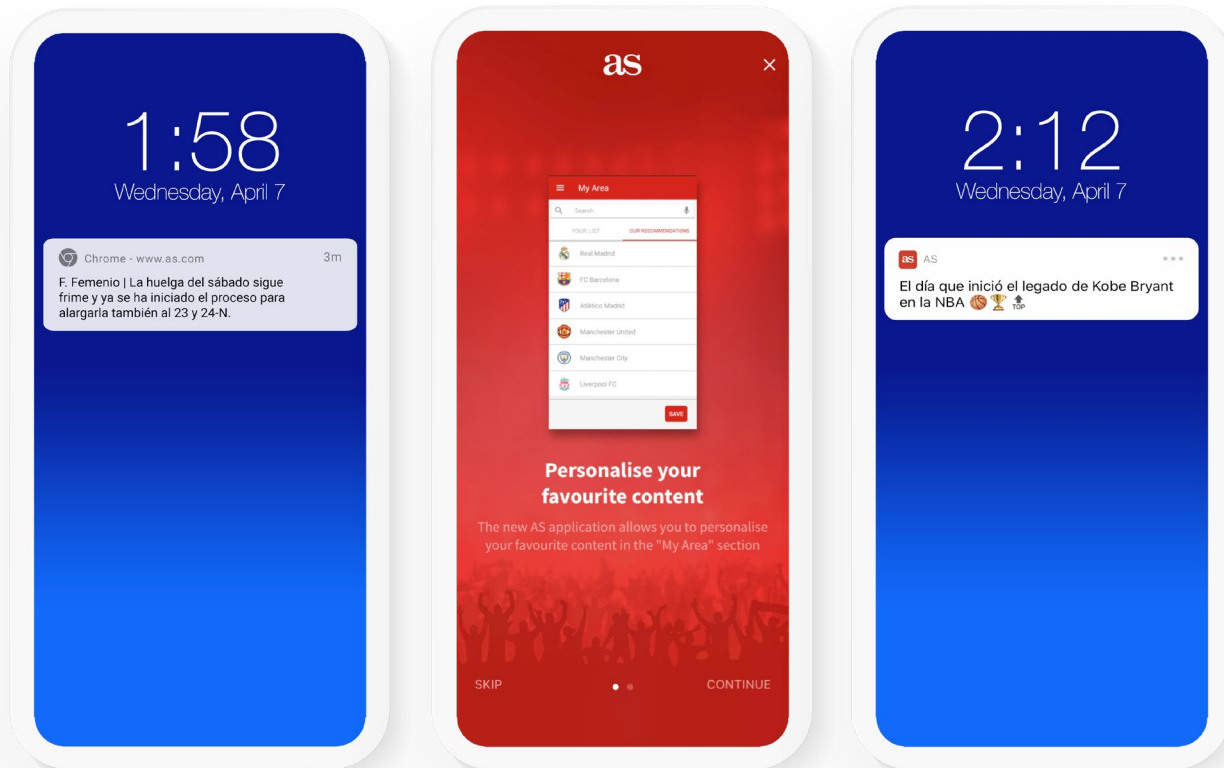


CHALLENGE

In Spain's highly competitive sports news industry — where revenue is increasingly driven by digital — Diario AS was looking to drive more traffic to its app and website as the brand expanded globally.

SOLUTION

- Delivered customized news and alerts to fans' lock screens using Airship Push Notifications, keeping engagement high
- Onboarded new users more efficiently and improved retention with In-App Messaging
- Brought a wider audience and increased traffic AS.com using Web Notifications



RESULTS

29x

While Diario AS' app base is smaller, users are increasingly more engaged — generating 29x more page views than web visitors

90%

With high open rates, Web Notifications drive record-breaking website visits — accounting for 90% of alert-driven web traffic

DIARIO AS SUCCESS STORY

BOOST APP ROI

The Diario AS app connects sports fans on the go with the latest, most important news about their favorite teams and stars. “Our app audience is thinner [smaller] than our web audience, but they’re much more loyal,” Téubal said. With the help of Airship delivering click-worthy news and highlights to users’ lock screens, engagement continues to soar. In fact, app users generate 29x more page views than the average web user — helping the brand boost its app ROI through increased ad revenue. To further fuel that growth, Diario AS uses Airship’s Audience Retargeting feature to send follow-up Push Notifications to users who’ve engaged with specific messages.

CREATE A RICHER APP EXPERIENCE

While Push Notifications drive users to the app, Airship’s In-App Messaging solution deepens engagement and improves retention. For Diario AS, it’s a powerful tool to highlight app features, showcase relevant content and onboard new users in an efficient way. From the moment they first open the app, users are prompted to create their own personalized experience — selecting their language preference, the teams they want to follow and the types of alerts they’d like to receive — helping maximize the impact of every engagement. “Segmentation and personalization are very important for the future of Diario AS, and I think Airship can provide big opportunities for us,” Téubal said.

INCREASE WEB TRAFFIC

After doing some competitive benchmarking, Diario AS saw the opportunity to significantly expand its reach using Airship Web Notifications. “We understood that it was a service we needed to have to make people aware that we’re providing them new content 24/7,” Téubal said. Today, AS.com reaches close to 400,000 unique browsers every month, and the brand has begun experimenting with Big Images to attract user attention and improve click-through rates. “Ninety percent of traffic driven by alerts comes from Web Notifications. We’re seeing huge numbers on the web.”

“In the sports news business, we understand that we have to be very fast in launching the news when it happens. Airship gives us the **speed and reliability we need.”**

Gonzalo Téubal
Chief Digital Officer

CONTACT US: Learn how we’ve partnered with leading companies across the globe.

