

## Neue Zürcher Zeitung

### COMPANY

Neue Zürcher Zeitung (NZZ) is the Swiss newspaper of record and one of the oldest papers still published. Founded in 1780, NZZ is one of the leading voices of high-quality journalism, both nationally and internationally.

### INDUSTRY

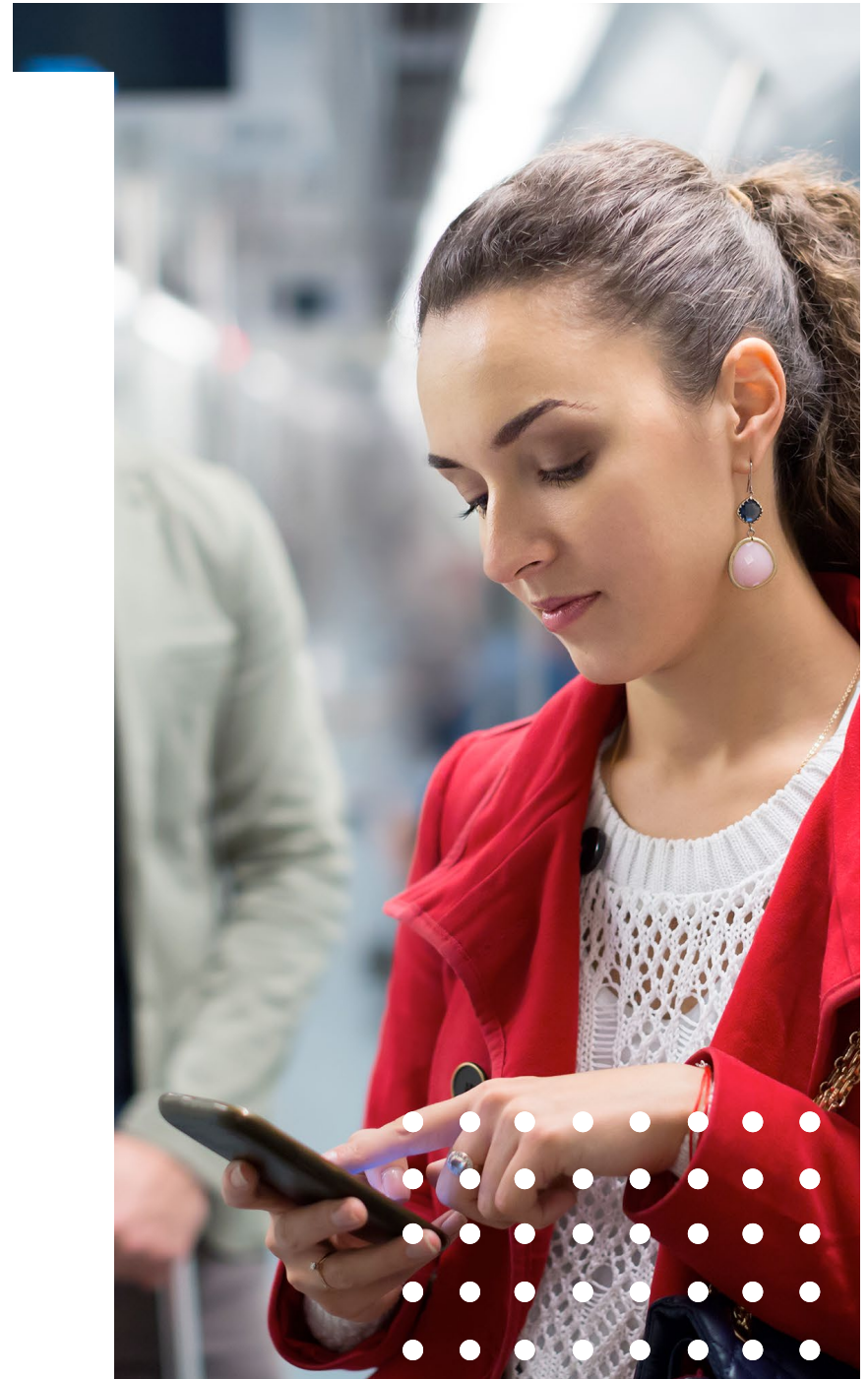
Media

### PRODUCTS

Push Notifications, Personalization

## Neue Zürcher Zeitung **Drives App Traffic** with Tailored Alerts

Neue Zürcher Zeitung is one of the most influential German-language newspapers in Switzerland, known for its high-quality journalism and unbiased reporting. In addition to its print and web-based content, the company offers a mobile app that provides cutting-edge stories on finance, sports, science, the arts and international affairs. Today, more than half of NZZ's revenue comes from loyal readers. Airship is a key part of the publisher's strategy to drive users to its app, with the ultimate goal of increasing visit frequency and hitting its 200,000 paid-subscribers target by 2022.

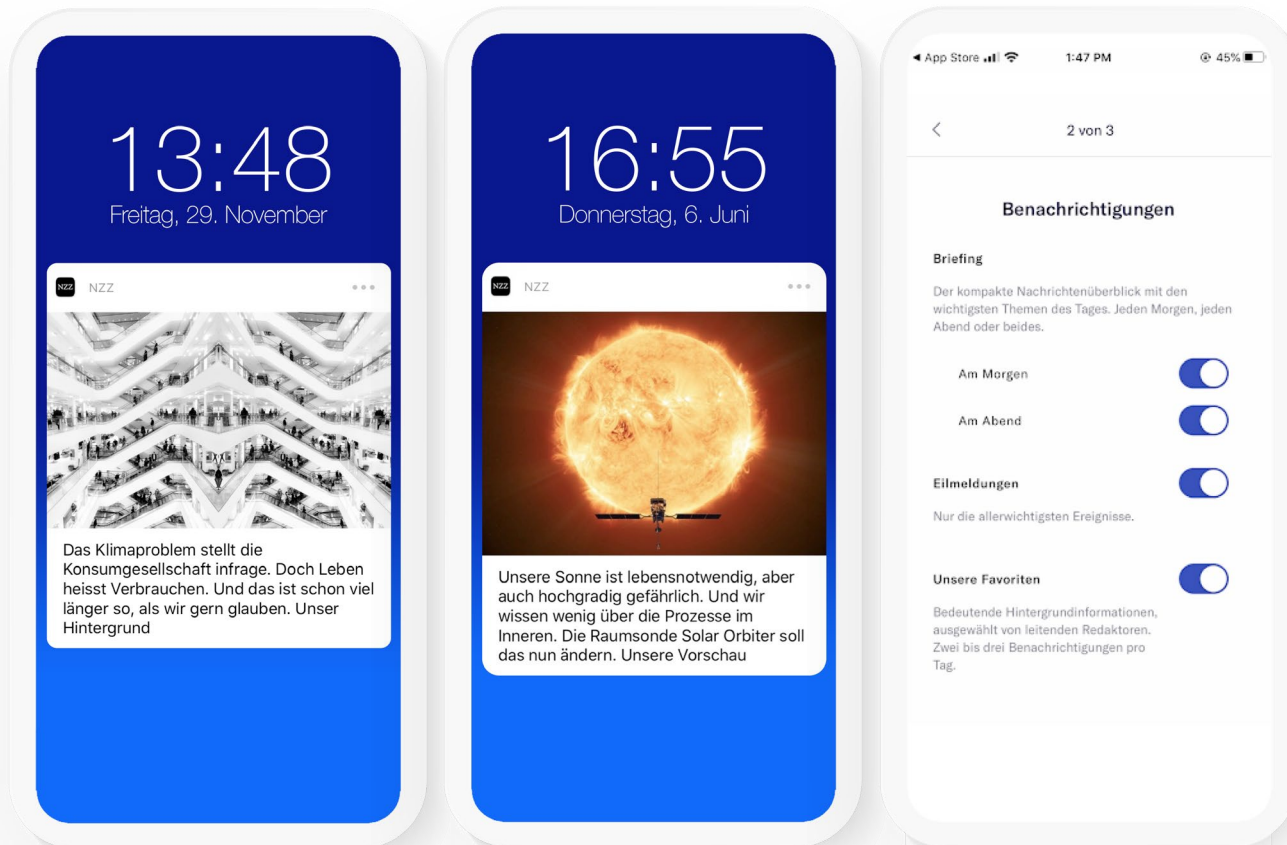


## CHALLENGE

As digital revenue continued to surge, Neue Zürcher Zeitung wanted to increase reader loyalty by driving app users to its high-quality, personalized content.

## SOLUTION

- Deliver segmented, topic-based Push Notifications based on user preferences to attract and retain subscribers
- Improve open rates with deep linking and rich media
- Keep engagement high by allowing users to choose when they'd like to receive alerts



## RESULTS

**56%**  
Increase in time in app

**40,000**  
Monthly app  
downloads

## NEUE ZÜRCHER ZEITUNG SUCCESS STORY

### INCREASE THE TIME USERS SPEND IN THE APP

NZZ uses Airship Push Notifications to deliver the latest stories to users based on their preferences. App users can turn on notifications related to specific categories, such as sports or finance, and receive relevant updates. While everyone receives breaking news content by default, most users choose to opt in to at least two additional topics. Since implementing targeted messaging based on topics, NZZ has not only seen increased open rates; subscribers are spending about two more minutes in the app on average. “We want to set the stage and encourage users to opt in to alerts and engage more,” said Niklaus Gerber, Product Manager for Apps. “We’ve achieved these objectives for growth by giving the user more control with choosing categories and integrating segmented messaging.”

### IMPROVE ENGAGEMENT BY PRIORITIZING USER EXPERIENCE

The news publication sees great value in segmented Push Notifications because they can reach app users at influential moments, while delivering a high-quality experience for users. “We make sure to think through the user’s experience,” Gerber said. “We deep-link the notification to an article for easy reading.” NZZ takes advantage of some other features to improve user engagement, including adding rich media to its Push Notifications and letting users choose what time of day they’d like to receive alerts: day, evening or both.

### PARTNER FOR SUCCESS

Neue Zürcher Zeitung sees Airship as a valuable, genuine partner. “The Airship team is always there to help and give great consulting,” Gerber said. “The quality of service is well worth the money.”

**“Airship’s mobile engagement solution and backend support are strong – and there are great out-of-the-box capabilities.”**

Niklaus Gerber,  
Product Manager for Apps

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

