

CASE STUDY REPORT



RTÉ uses Xtremepush to drive its integrated digital strategy



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“With Xtremepush powering our online engagement campaigns, we have been able to significantly increase the number of return visitors to our website and apps through a variety of channels. In particular, the breaking news alerts have been a vital way for us to connect with our audience and keep them updated about the latest events. The ease of the tool has also enabled us to create bespoke campaigns based on audience needs and monitor performance throughout”.

RTÉ

Olivia Ó Dochartaigh

Marketing Manager

About RTÉ

Raidió Teilifís Éireann is a semi-state company and the national public service broadcaster of the Republic of Ireland, founded in 1960. It both produces programmes for television, radio and the internet. RTÉ.ie is the home of its online activities, delivering news, sports, and entertainment services to users nationally and internationally.

The Challenges

As part of a robust RFP process, RTÉ outlined some key challenges and objectives that it wished to address through the adoption of a multichannel engagement and analytics platform;

- Deliver breaking news at speed and scale
- Enable RTÉ to create and deliver multichannel campaigns easily
- Increase user engagement and drive return visitors to RTÉ.ie and its apps
- Provide analytics on multichannel campaigns

RTÉ was looking for a service provider who could help its team to deliver personalised, automated and multichannel campaigns. The overarching objective was to increase user engagement and drive repeat visitors to its online properties through individually relevant, real-time messages.

The solution needed to be marketer-friendly, allowing RTÉ's editorial team to be

self-sufficient in the creation and execution of day-to-day campaigns, without much assistance from its technical team.

Speed and reliability

Two aspects that were of particular importance to RTÉ were reliability of service and speed of delivery. As a respected national broadcaster, RTÉ has a considerable reputation to uphold and its users expect a high standard at all times. And when it comes to delivering breaking news, speed is paramount. A difference of a few minutes can be the difference between nudging a user onsite and losing out to a rival publisher.

The winning vendor would also need to be able to provide RTÉ with a comprehensive analytics and campaign reporting suite, with a detailed breakdown of key engagement metrics across each channel. This would allow its officers to accurately assess the performance of its content and optimise its strategy going forward.



“The speed and ease of the Xtremepush tool enables us to notify audiences via push and email as government updates become available. The need for increased email communications saw our news sign-up increase by 21% and engagement by 75%. The simplicity of the Xtremepush tool enabled us to easily adapt and track performance of our campaigns throughout”.

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The Solution

RTÉ chose Xtremepush based on the range of engagement channels available in one platform, the scope of analytics and reporting capabilities, and its reputation for outstanding support and service.

The initial deployment of the Xtremepush SDK to RTÉ's website and mobile app was seamless. RTÉ also integrated its existing Content Management System with the platform via API, which means RTÉ can continue to create and deliver campaigns through it.

In terms of channels, the project roadmap included automated, personalised email campaigns, interactive push notifications (browser push and mobile app) and in-app messaging.

Through Xtremepush, RTÉ is able to track the performance of all campaigns. And the platform's deep CRM capabilities help RTÉ to continuously meet the needs of its audience. The advanced reporting capabilities allow management to consolidate and share insights of benefit to the wider organisation.

Expanding the range of CRM engagement channels

Automated and interactive email campaigns

A consistent driver of traffic to the RTÉ.ie website are its email campaigns to the RTÉ database. The Xtremepush tool manages all communications to

the RTÉ database. Using Xtremepush's sophisticated email-builder, RTÉ has been able to create campaigns based on user preferences across news, sport, lifestyle and programme content.

Emails are a mixture of automated campaigns centered around a dynamic template that automatically pulls content from the website via RSS feed, as well as bespoke emails created on an individual basis.

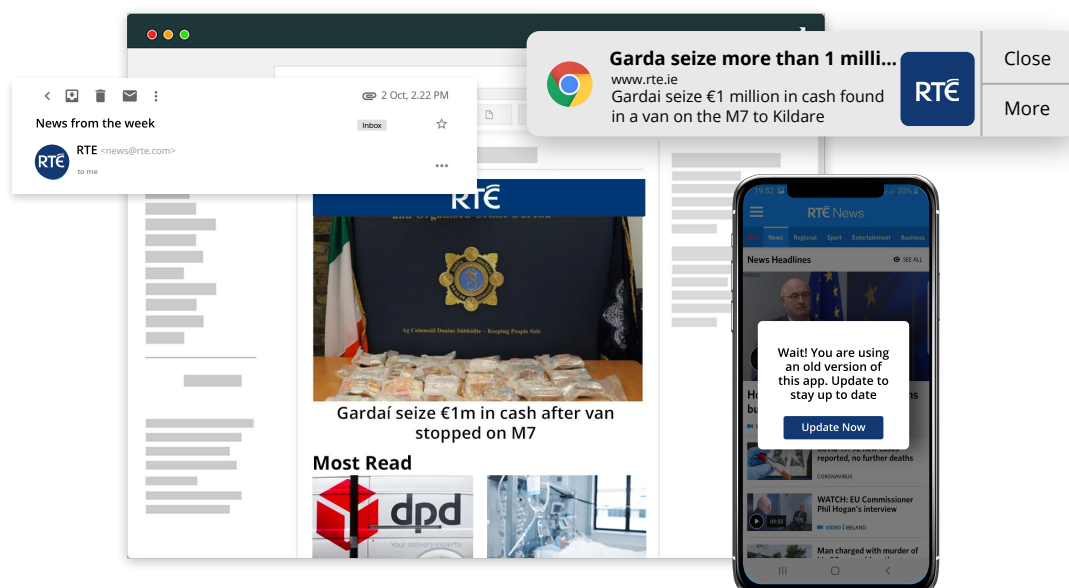
Interactive push notifications

RTÉ first went live with push notifications for its mobile app. The immediate success of this channel prompted RTÉ to roll out web browser push as well, which opened up a much wider audience. Web push has since become one of the most important engagement channels for RTÉ, especially in the delivery of breaking news. The speed and reliability of Xtremepush solution consistently allows RTÉ to be the first to reach the Irish people with important news alerts and bulletins.

Clever in-app messages

RTÉ has utilised the Xtremepush in-app messaging solution to conduct vital customer surveys. These have revealed numerous insights into its users' perception and enjoyment of the app, which have in turn allowed the team to make strategic adjustments.

RTÉ also uses in-app messages to advise users when they are using an old version of the app which is no longer supported so that they can update the app before it is out of service.



The Results

Storm Ophelia

When Storm Ophelia came to Ireland, it was the most powerful storm ever recorded this far east in the Atlantic. Over the course of 5 days before, during and after Storm Ophelia, RTÉ drove its largest daily volume of online traffic through Xtremepush engagement channels. RTÉ utilised Xtremepush engagement channels to deliver public service messages relating to school closures, power cuts, fallen trees, transport cancellation, updated operating hours and closures to their users.

On the first day Storm Ophelia arrived in Ireland, RTÉ sent 17 separate push notification campaigns, which equated to 7 million

messages in total. This was the highest number of push notifications RTÉ had sent in a single day, contributing to RTÉ's largest ever volume of digital traffic; 25.5 million page views, 3 times more than its average page views. Its user base also grew over the course of the 5 days by 5.55%.

Communications during a global pandemic

The requirement for timely communications was heightened as a result of the Covid19 pandemic. RTÉ was at the helm of providing the latest news and updates at a national level, and it was important it could reach users in a timely manner as government updates were announced.



Record message volumes, and
5.5% growth in user base



Record volumes of daily traffic
to RTÉ's website and app



"I have been very impressed with Xtremepush's technical solution and their responsive support services."

Kevin Massey, Product Development Manager, RTÉ

About the Xtremepush platform

Xtremepush is the complete customer engagement, personalisation and data platform, purpose-built for multichannel marketing. We empower brands to drive revenue and create better customer experiences across email, mobile app, web browser, SMS and social messengers.

We offer a full suite of features, from enterprise-grade analytics and cutting-edge automation to real-time delivery and personalisation. Create detailed customer segments to ensure that every message you send is relevant and adds value to the individual user's experience.

We are also strategic partners, working with you to enhance your digital strategy across each of your channels. We are committed to helping you and your team achieve your business goals.

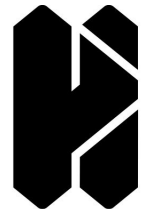
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