



**AP**

Associated Press Headquarters  
450 West 33rd street  
New York, NY, 10016



**Archie.AI**

Machine Learning to Drive Conversions

280 Tocoloma Ave, San Francisco, 94134  
info@archie.ai

# Client Case Study

Archie.AI helped AP migrate their users to a new site and increased the time users spent on the site by 40%.

**Company:** Founded in 1846, The Associated Press (AP) is a multinational nonprofit news agency. Over 1700 newspapers, and 5000 television & radio broadcasters publish the news collected by the AP.

AP remains the leading provider of syndicated news content, and operates 263 news bureaus in 120 countries.

**Industry:** News Media

**Company Size:** 3200 staff

**Website:** <http://newsroom.ap.org/>

**Technology Profile:** AP Newsrooms is built with the Angular JS framework. AP uses Pardot by Salesforce Marketing Cloud to run their marketing campaigns, and Google Analytics for collecting visitor data.

**Business Situation:** In AP's core business model, Newsrooms pay a subscription fees to access AP's news. Recently, AP decided to phase out the old platform, AP UNO, used by the Newsrooms and built a completely new and modern portal.

**Challenge:** AP had to develop a migration campaign to move users from the old platform to the new platform. Most newsrooms that used AP UNO had a specific use case for the platform, making it crucial to get users up to speed with the new functionality as soon as possible.

**Solution:** AP embedded Archie.AI's JavaScript snippet into their site. Once embedded, Archie.AI enabled AP to test the effectiveness of call-to-actions aimed at guiding users through various features of the portal, to determine the optimal customer engagement strategy.



**AP**

Jim Gerberich is Director of Internet Platforms & Business Operations at the Associated Press. He oversees operations of AP's digital business lines and ensures business goals are met. Previously, He lead the development of AP's largest business line, AP Images.



**Archie.AI**

Machine Learning to Drive Conversions

280 Tocoloma Ave, San Francisco, 94134  
info@archie.ai

# Business Situation

The AP Newsroom web portal is where the world's news organizations access the news.

AP's core business model is simple. Newsrooms pay a subscription fee to have access to AP's news portal. AP's news portal contains news reports in various mediums gathered and created by AP's reporters, photographers and videographers around the globe. AP's clients can then republish AP's content on their own platforms. As part of AP's digitization process, AP phased out the old platform, AP UNO, and build a completely new, modern and more accessible portal for their clients across the globe. The new portal is called AP Newsroom.

# Challenge

**Successfully migrate customers from the old portal to a new portal with advanced functionalities.**

AP knows that migrating users from the old platform to a newly built one is going to be a critical mission. Most newsrooms that used AP UNO had a specific use case for the platform, so it is crucial to get users up to speed with the new functionality so that it does not disrupt their workflow. For AP Newsroom to succeed it is critical to have users dig deep into the new and advanced functionalities once they get familiar with the basics.

***“Archie helps AP with several of our properties, to get a deeper understanding of our users’ interests and intent. It has never been easier to communicate and engage our users.”***

Jim Gerberich

Director of Internet Platforms &  
Business Operations,  
Associated Press



**AP**

Archie.AI is an Artificially Intelligent Data Scientist. Archie provides companies with data-driven advice to grow their online business.

Archie has an uncanny ability to identify key insights in real-time by using Machine Learning. Archie has analyzed over 50 million conversions and serves the world's most well known sites.

**Need Help?**

[www.archie.ai](http://www.archie.ai) [info@archie.ai](mailto:info@archie.ai)

Designed and developed by Eureka King Technologies in San Francisco, CA, USA.

## Solution

Personally guide users through the web portal and teach them the basics.

Archie segmented AP's customers based on the customer's level of experience with AP Newsroom. With Archie's help, AP pushed call-to-actions programmed to optimize engagement for each segment. First-time users get a "Product Walkthrough," while returning users who performed a particular function get an advanced (related) tutorial.

*"Since our founding, we have strived towards one goal. Delivering the best products and service to our clients that money can buy."*

Ishtiaq Rahman  
President, Archie.AI

## Results:

Increased customer engagement by 40% with Archie.AI

Within 2 months of deployment, AP successfully migrated all their customers to the new platform and increased the average session duration of customers by 40%. Archie's conversion intelligence dashboard provided AP with key insights derived from data on customer behaviour and engagement, to help them optimize their customer migration strategy.

## Critical Insights

**Personalize the user experience based on each individual customer.**

When serving several customers who have differing needs from the product, it pays to understand the primary needs of each customer. This information will help design a better product and subsequently drive user adoption. Constantly monitor and analyze customer behaviour, to ensure a sustainable product strategy.