



KQED



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Archie.AI

Machine Learning to Drive Conversions

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Client Case Study

KQED leveraged Archie.AI to increase conversion rates by 70% and sign up over 10,000 new members.

Company: Founded in 1953, KQED Inc. is a public media outlet that owns and operates KQED Television, KQED Public Radio and KQED Interactive.

KQED remains Northern California's most beloved sources for news, arts and educational content, reaching a loyal audience base of millions each month.

Industry: Broadcast and Publishing

Company Size: 515 staff

Website: <http://www.kqed.org/>

Technology Profile: KQED's main site runs on the Wordpress CMS. KQED uses Salesforce Marketing Cloud & Eloqua for running marketing campaigns, and Google Analytics & Chartbeat for collecting visitor data.

Business Situation: KQED operates several large websites such as KQED News, KQED Arts, KQED Science, and KQED Learning. KQED's primary goal is to foster strong relationships with their diverse audience.

Challenge: The number of readers signing up for KQED's memberships had drastically decreased. KQED needed to develop a campaign to grow their membership base, and foster deeper relationships with members.

Solution: KQED integrated Archie.AI with their Content Management and Email Management Systems. Once integrated, Archie.AI intelligently identified user segments most likely to signup. Based on these segments, KQED deployed a series of campaigns to signup new members and drive audience engagement.



Colleen Wilson is Executive Director of Digital Products at KQED. She is the driving force behind KQED's growth into one of the most popular public media sites in the country. She also leads KQED's investment committee and innovation initiative, KQED Labs.



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Business Situation

KQED is a membership-driven public media outlet, serving a diverse community.

KQED interactive produces and publishes content across several topics areas. KQED News for up-to date news coverage, KQED Arts for arts info and reviews, KQED Science for coverage on technological advancements, and KQED Learning for educational resources. As a public media outlet, KQED strives to deepen relationships with their audience. In order to build these relationships, KQED relies on converting their readers into members of the KQED community. Members receive daily updates on the latest content, events and promotions.

"We love working with the Archie team! They are impeccably responsive to our needs, and have been invaluable in capturing insights important to us!"

Colleen Wilson
Executive Director of
Digital Products, KQED

Challenge

Develop marketing campaigns to augment KQED's membership base.

In 2014, KQED's signup rates for new memberships fell below 0.2%.

KQED needed to design and implement marketing campaigns to boost signup rates and increase KQED's level of engagement with their members.

As a public media outlet with a loyal following, KQED had to ensure their marketing campaigns did not disrupt their site's user experience in order to give way to maximizing signups.



KQED



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 info@archie.ai

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

Solution

Intelligently identify user segments to deploy personalized marketing campaigns.

Archie helped KQED identify user segments with a proclivity to signup for a membership. KQED ran a series of marketing campaigns targeted at these segments. KQED used email campaigns together with Archie's conversion intelligence dashboard to analyze their conversions, and glean tactical insights to improve their campaigns. Archie's insights helped KQED identify topics with which to engage new members via KQED's web properties.

"We built our Machine Learning technology to help our customers with their analysis needs. We may not have all the answers, but we'll find them."

Dmitri Tcherbadji
CTO, Archie.AI

Results:

Over 10,000 New Members!

With Archie's help, KQED increased conversion rates by 120%, yielding 10,000 new members! The targeted approach helped KQED maintain a seamless user experience. Archie's conversion intelligence dashboard provided KQED with key insights derived from conversion and user data, helping KQED optimize their conversion and engagement campaign.

Critical Insights

Consistently optimize marketing campaigns based on data.

Analyzing data from marketing campaigns and testing different versions of the campaign, play a critical role in developing a sustainable marketing strategy. If the analysis moves too slowly, organizations will fail to execute on the best performing campaigns. In order to hit the mark early and accurately, organizations need to take a structured and nimble approach.