



MEDIASHIFT

<http://mediashift.org/>



Archie.AI

Machine Learning to Drive Conversions

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

Client Case Study

MediaShift used Archie.AI to optimize messaging & triggers, resulting in a 10X increase in signups!

Company: Founded in 2006, MediaShift is the premier destination for insight and analysis at the intersection of media and technology. The MediaShift network operates websites such as MediaShift, EducationShift, and MetricShift, as well as workshops, email newsletters, a weekly podcast, and a series of DigitalEd online trainings.

Industry: Digital Media

Company Size: 12 staff

Website: <http://mediashift.org/>

Technology Profile: MediaShift operates several digital properties that run on the Wordpress CMS. MediaShift uses the Yoast plugin to optimize SEO performance, MailChimp for managing newsletter campaigns, and Google Analytics for collecting visitor data.

Business Situation: MediaShift's most popular product is the Must Reads Newsletter. Recently, they launched several new products, such as the MetricShift website, DigitalEd training sessions, and the MediaShift Podcast.

Challenge: Signup rates for the Must Reads newsletter had steeply decreased. They needed to develop a strategy to grow the audience for Must Reads, and cross-promote new products within their existing membership base.

Solution: MediaShift embedded Archie.AI's JavaScript snippet on their site. Once embedded, Archie.AI predicted and targeted users most likely to signup for the Must Reads Newsletter. Once the visitors signed up, Archie measured and analyzed the effectiveness of cross-promotional campaigns.



MEDIASHIFT

Mark Glaser is the Founder and Executive Director of MediaShift. He is the driving force behind MediaShift's growth into one of the most popular journalism sites. He wrote a weekly column for USC Annenberg's Online Journalism Review and serves as a mentor at the Matter VC Startup Accelerator.



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Business Situation

MediaShift is the premier destination for insight and analysis at the intersection of media and technology.

MediaShift is a portal for journalists to learn about the shifting media landscape and how it affects the consumption of news and information. For the last 10 years, MediaShift was part of the PBS family, during which they developed the Must Reads Newsletter. MediaShift delivers the newsletter to a loyal audience base of several thousand on a daily basis. In 2015, after nearly 10 years of being hosted on PBS.org, MediaShift went independent on its own site, MediaShift.org. As part of this transition, MediaShift developed several new products such as DigitalEd, a series of training sessions from instructors at top journalism schools, and MetricShift, a media metrics and analytics site.

Challenge

Grow the core membership base and successfully launch new products.

Even though MediaShift had a large and loyal audience base for the Must Reads Newsletter, the conversion rate on the existing signup forms had dwindled. They had to develop a new strategy to revamp their campaign to convert new members. A larger membership base would enable MediaShift to intelligently cross-promote their new products and offerings such as MetricShift & DigitalEd, and increase the following for the MediaShift's Podcasts and IdeaLab blog.

“Archie has helped MediaShift increase signups for our newsletters by 10x, and helped us intelligently engage and monetize our audience base.”

Mark Glaser

Founder and Executive Editor
MediaShift



MEDIA SHIFT

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

Run an automated marketing campaign to grow the membership base and sales of new products.

MediaShift integrated Archie with their Content Management and Email Management Systems, enabling them to target and convert visitors most likely to signup based on their engagement with the site. Archie submitted information on interests and behaviour of new members to MediaShift's database. Once converted, Archie enabled MediaShift to identify new members, and introduce them to additional products.

Results:

10x Lift in New Memberships.

With Archie's help, MediaShift increased rate of growth of new members by 10x and grew Must Read's total audience base by 33%. Archie's conversion intelligence dashboard enabled MediaShift to uncover key insights, such as the average number of sessions and number of pages visited before a visitor converts into a member. These insights helped MediaShift set up intelligent KPIs to drive measurable results.

Critical Insights

Even a great product, requires dynamic marketing campaigns to achieve sustainable success.

A great product which has been market tested does not guarantee market success. Personalized and compelling marketing campaigns play a critical role in acquiring new customers for the product. In essence, it is important to constantly test new marketing campaigns, and synthesize the learnings into an effective and sustainable marketing strategy.