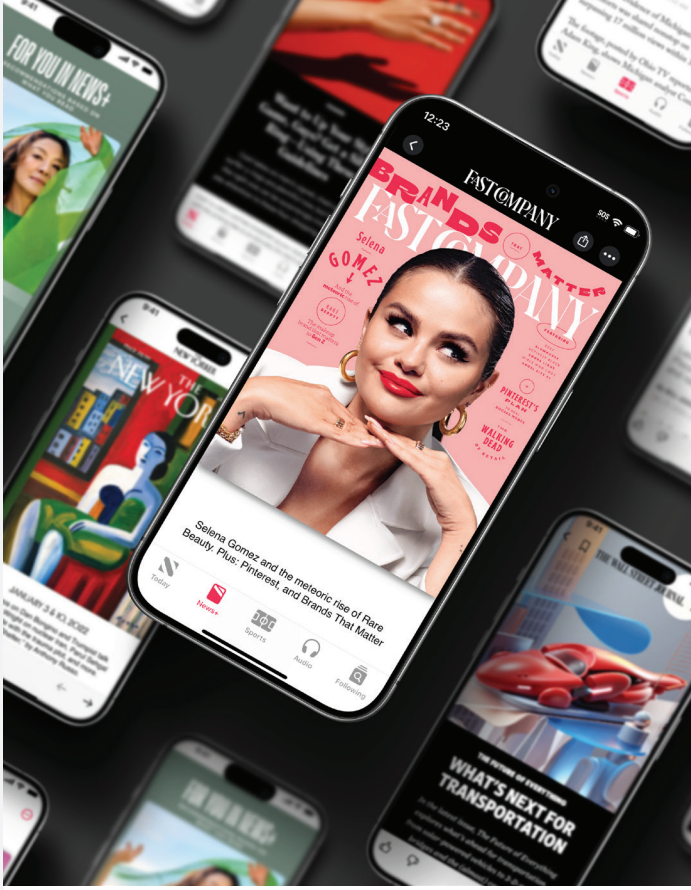
PWX Solutions
a PubWorX company

How PWX Solutions Leverages Apple News+ to Drive Engagement and Revenue



OBJECTIVE

Drive revenue by expanding reach to new audiences, increasing brand exposure, and boosting user engagement.

SOLUTION

Translate print issues into mobile-friendly content and use the digital content to enhance presence on the Apple News+ platform.

PWX SOLUTIONS' APPROACH

Our comprehensive solution included:

- **Premium Digital Conversion:** We meticulously converted the print issues of two high-profile brands into a digital and mobile-friendly format. This transformation ensured that the content was visually appealing and accessible to users across various Apple devices. The exceptional quality and design led Apple to promote the content to their users, further enhancing its reach and impact.
- **Collaborative Partnership:** We established a collaborative relationship with Apple by providing them with early previews of our content. This proactive approach enabled Apple to enhance the presentation and promotion of the material, further amplifying its appeal to their user base.
- **Exclusive Digital Content:** Working with the publisher, we helped strategically craft exclusive digital-only content tailored specifically for Apple News+. This initiative not only increased user engagement time but also reinforced our commitment to delivering premium content experiences optimized for Apple's platform.
- **Strategic Notifications:** To maximize user engagement, we deployed issue release notifications. These notifications were designed to funnel high-volume traffic to the brands' content for increased engagement and awareness to the latest issue.

AT A GLANCE

Challenges

- Transitioning Print Issues to Digital Format
- Enhancing Audience Engagement
- Exploring Additional Revenue Streams

Key Metrics

- 90% Increase in Engagement
- 200% Growth in Apple News+

RESULTS

90% increase in engagement	Over a 14-month period, one brand experienced a 90% increase in consumer engagement.
200% growth on Apple News+	A second brand saw an impressive growth rate on the Apple News+ platform, surging by over 200%.

These increases are a direct result of a high-quality digital conversion, strategic collaboration, and crafting exclusive digital content.

PARTNER WITH US

Want to achieve similar results?
Our expertise in elevating design, fostering strategic collaborations, and crafting exclusive digital content ensures enhanced user engagement, paving the way for substantial revenue growth for your business.

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