



Rhapsody Finds Push Notifications 50 Times More Effective Than Banner Ads



Rhapsody and BandPage's Objectives

- Connect fans with their favorite artists
- Increase user engagement and retention via targeted push notifications
- Generate revenue for musicians

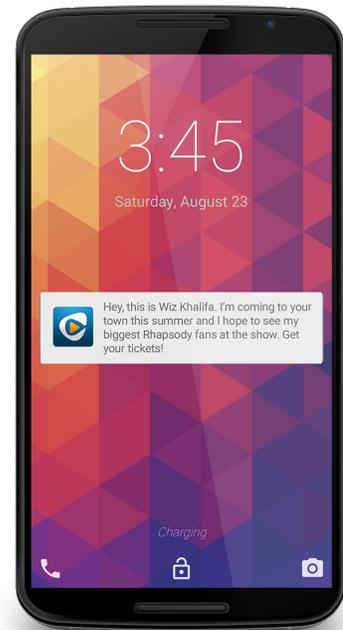
Rhapsody is a music streaming service that allows subscribers to play their favorite music across devices, on the go.

Recently, Rhapsody partnered with BandPage to better connect fans to the latest news on their favorite artists. With BandPage, music artists can maintain and grow their online presence and connect with fans across multiple channels via customized profiles.

Rhapsody and BandPage's partnership helps better serve listeners while strengthening the connection between fans and artists. Together, the brands deliver targeted push notifications to Rhapsody's app users about upcoming shows, special merchandise and other offers via Urban Airship's mobile engagement platform.

In order to deliver the most relevant content to users, BandPage developed an algorithm that could identify some listeners as "superfans" versus just casual listeners.

"At BandPage we spend a lot of time exploring whether an individual digitally interacting with an artist is a fan, and to what magnitude," said Matt Stewart, Senior Manager of Marketplace Growth at BandPage. "For the first time,



Rhapsody partners with BandPage and uses Urban Airship's mobile engagement platform to connect fans to their favorite artists through segmented push notifications.

RESULTS

 **50x**

Rhapsody's push notifications have a click-through rate that is 50 times higher than web banners.

 **50%**

Since working with Urban Airship, Rhapsody's user engagement and retention has increased by 50 percent.

“Our goal is to connect a user with a unique artist offer at their exact moment of inspiration. Urban Airship’s mobile engagement platform allows us to do just that, strengthening the bond between artists and their fans.”

Greg Spils,
Senior Director of Traffic and Demand, Rhapsody

we can see the exact point where a Rhapsody listener becomes a superfan. And with Urban Airship, their favorite artists can now reach them with a customized message.”

With Urban Airship, the two brands can deliver highly-relevant offers and purchasing opportunities to users from their favorite artists via push notifications when users exhibit certain behaviors in the Rhapsody app. BandPage found these behaviors, such as listening frequency, demonstrate superfans are more invested in the artist than average users and feel a strong connection with the artist and their music. Because of this, they’re more likely open to receiving push notifications with offers related to the artist.

For example, a user who frequently listens to Flo Rida in the Rhapsody app might get a push notification that looks like a message coming directly from Flo Rida inviting them to an upcoming show in the user’s area.

To do this, BandPage filters listening data from the Rhapsody app through its own algorithm. Rhapsody uses Urban Airship to deliver targeted push notifications to its users that include relevant content.

Rhapsody found that push notifications sent in partnership with BandPage and Urban Airship have a click-through rate that is 50 times higher than its banner ads.

Push notifications are also ten times more effective than Facebook and twice as effective as Google paid search ads at driving users to Rhapsody offers.

Since Rhapsody began working with Urban Airship, its user engagement and retention has increased by 50 percent.

“Our goal is to connect a user with a unique artist offer at their exact moment of inspiration,” said Greg Spils, Senior Director of Traffic and Demand at Rhapsody. “Urban Airship’s mobile engagement platform allow us to do just that, strengthening the bond between artists and their fans.”

The amazing results that Rhapsody and BandPage have achieved using Urban Airship’s mobile engagement suite show the huge potential for creating new revenue streams within the digital music world.

In the future, the brands plan to continue these campaigns and expand their offerings to include tickets to live events, giving fans the chance to connect with their favorite artists in person as well as in their apps, converting them to loyal fans and customers for life.