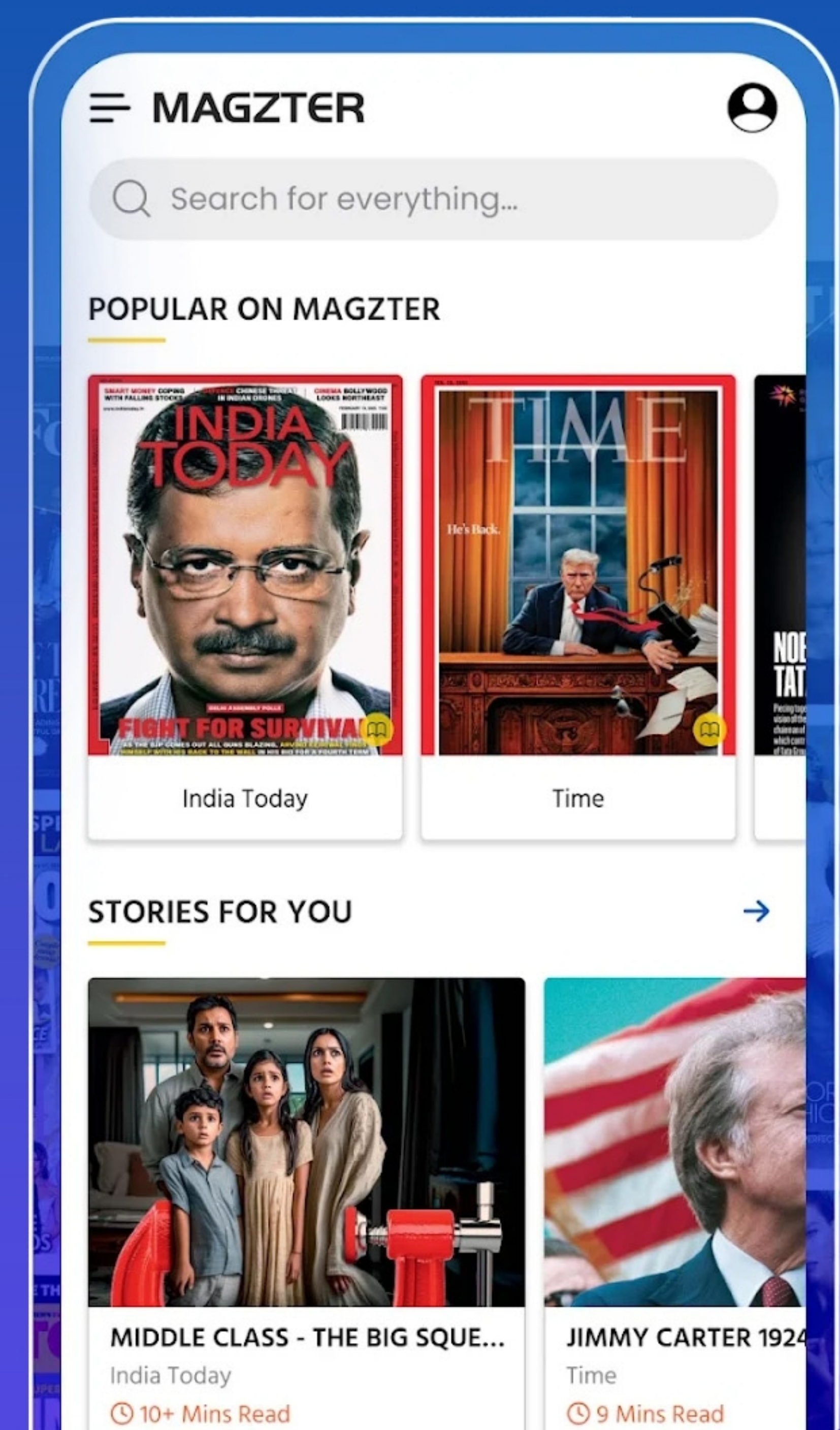




Magzter

App Marketing Case Study



INTRODUCTION

Magzter is a global digital newsstand that gives users access to thousands of magazines and newspapers across 40+ categories, including business, technology, sports, entertainment, cooking, and more. With features like offline reading and flexible subscription options, Magzter allows users to explore content from around the world, anytime, anywhere.

CHALLENGES:

Magzter aimed to boost its subscriber base across iOS and Android platforms while expanding global visibility. The client approached Dot Com Infoway to drive large-scale subscriber acquisition through an effective performance-based strategy. The goal was to increase both organic and paid subscribers by tapping into targeted user segments across various geographies.

They requested a full-fledged app marketing plan that included:

- **Subscriber-focused marketing campaigns**

- Performance-based advertising
- ASO strategies to increase app visibility
- Creative and engaging promotions to maximize reach and retention



PLAN OF ACTION:

- App Store Optimization (ASO) for both iOS and Android
- Strategic keyword research and app metadata enhancement
- In-app advertising to engage active digital readers
- Social media promotions targeting interest-based groups
- Gamification elements to improve user engagement and subscription intent
- Performance marketing campaigns across channels to optimize ROI



RESULTS ACHIEVED:

Through a combination of ASO, creative content strategies, and multichannel performance marketing:

- We helped Magzter achieve 100,000+ new subscribers in a short span.
- The app saw a notable increase in app store visibility and engagement.
- Targeted campaigns improved conversion rates and subscriber retention.
- Gamified promotions boosted user interaction, resulting in increased in-app activity.

This campaign positioned Magzter as a go-to platform for digital content consumption, reinforcing its place among top global digital newsstands.