Max Engage
Increasing audience engagement on mobile

Business problem for television station WDBJ
As U.S. local advertising dollars shift to digital, legacy TV advertising continues to decline.

Solution for WDBJ - Max Engage:
- Heavily promoted on-air, on their website and via Facebook
- Used customized, geo-fenced push alerts
- Delivered relevant, short videos on a daily basis
- Differentiated themselves from national brands by telling a local story and putting the weather in context
- Developed and delivered content native to mobile
- Saved lives during tornado (see below)

Results from WDBJ’s use in the first two months of Max Engage

- 70% Increased active users
- 36x Increased mobile video views
- 4 more sessions per user/month Increased audience engagement
- 100% Increased mobile page views
- 6.3x Annual ROI

The performance data discussed herein is presented as derived under specific operating conditions. Actual results may vary.

Results
Within the first two months, WDBJ:
- Built a loyal, daily active user base
- Increased audience size and engagement
- Increased mobile video views from 6,000 to 236,000 per month
- Doubled their mobile page views

weathercompany.com/media/max-engage