

Hearst Television, Inc. Uses Aptelligent to Rapidly Diagnose Mobile App Issues

“By using Aptelligent, our mobile uptime improved by 83% across all platforms.”

HEARST TELEVISION INC.

Hearst Television, a national multi-media company, owns and operates 29 local television stations and two local radio stations, serving 30 U.S. cities and reaching approximately 18% of U.S. television households. The TV stations broadcast 60 video channels, featuring local and national news, weather, information, sports and entertainment programming, and local community service-oriented programs. The stations also host and operate digital on-line and mobile platforms that extend the company's brands and content to local, national and international audiences.

Hearst Television is recognized as one of the industry's premier companies, and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst Corporation. The Company's Web address is www.hearsttelevision.com.

The Challenge

News publications are adopting mobile phones and tablets as their primary communication vehicle. Given the transient nature of mobile users and the plethora of news and television app substitutes, however, it is more important now than ever for companies to provide interactive content, improved graphics, and motion-optimized interfaces.

With users consuming local news at an alarming rate and location-based services at an inflection point, the time was ripe for Hearst TV to focus on mobile apps to engage with more users and monetize through display ads.

Hearst TV brought development in-house and built and deployed over 100 apps for iOS and Android on a variety of devices. Providing accurate, timely news during crisis situations

HEARST television

WHY APTELIGENT?

Hearst Television evaluated other solutions but selected Aptelligent because of its:

- Cross-platform compatibility
- Scalability from indie publishers, to the largest global publishers
- Easy visibility, with an aggregated data dashboard
- Comprehensive platform

has always been a strength of the company. During the week of the Boston Marathon bombing in April 2013, for example, app traffic for Hearst TV's station in Boston, WCVB, spiked 247% and the company seamlessly delivered full coverage of the event.

The Solution

Hearst TV researched several mobile app performance management solutions, but was wary of spending large sums on solutions that might be obsolete in a few years. The company was ultimately looking for an all-encompassing platform that would not only help pinpoint performance issues, but also offer insight into the sources of the problem, thereby preventing issues from occurring again.

During the evaluation phase, Hearst TV researched iTunes Connect and Google Play. The debugging information from those solutions, however, left much to be desired. In addition, the stock iTunes and Google Play approach was reactive as reviews and issues were flagged after apps went live. Hearst TV needed a solution that took a much more proactive approach, and turned to Aptelligent.

Before Hearst TV implemented Aptelligent's mAPM solution, it was difficult for the organization to identify the scope of issues reported by consumers. Upon implementation of the Aptelligent solution, Hearst TV has been able to do daily builds with fixes on Android. In addition, the company is now able to test an app in a given market, gather reports, fix all errors, then push an update with Apple before continuing to build a new version.

The Results

By using a robust mobile app performance management solution, Hearst TV has been able to:

Increase revenue

With the error percentage for Daily Active Users (DAU) going down from 3% to well under 0.5%, Hearst TV was able to increase user base and impression volume.

Retain and maintain satisfied user base

Ratings increased from slightly under 3 stars to 4 stars.

Increase user base

With 2.2M monthly active users on Hearst TV apps, the organization has seen explosive growth over the past few months.

In May 2013, over 50% of Hearst TV pages were viewed on mobile devices. To meet this demand, Hearst TV has published over 100 unique apps in the news and weather space across multiple platforms including Apple iOS, Google Android and Amazon Kindle.

ABOUT APTELIGENT

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent's software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent's insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent's big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at www.apteligent.com.