

# Future Connects 120 Million Readers With Their Passions Through OneSignal

Future relies on OneSignal to drive engagement and expand readership across its publications.

FUTURE

## THE PROBLEM

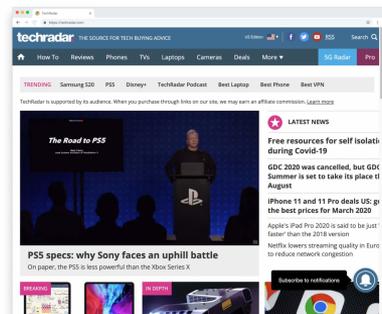
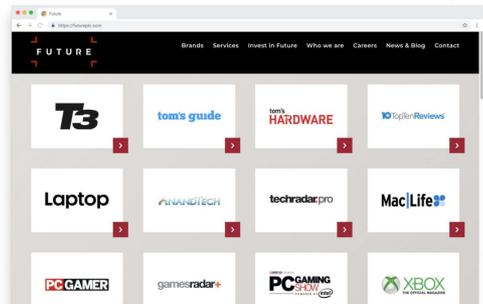
### Finding a Single Solution

Future PLC is a multi-platform media company that manages **over 134 magazines and specialist publications**. These publications cater to a vast range of interests including, but not limited to, technology, lifestyle, music, and even cycling. Globally, **over 120 million readers visit Future publications daily**.

Prior to OneSignal, Future's publications utilized different software solutions for engaging and retaining their followers. With their publications having millions of subscribers, Future needed a single solution that would unify their editorial teams and help them send relevant content to their distinct audiences.

Matt Greenwood, the Audience Development Executive at Future, was tasked with spearheading Future's push notification strategy. Matt learned about OneSignal from executives of a newly acquired publication that were avid users of the service.

Impressed by OneSignal's wide-ranging functionality and low-lift implementation, Matt saw this as an opportunity to **consolidate the disparate technologies while enhancing reader engagement and retention** efforts across the business.



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## THE SOLUTION

### Dynamic Re-Engagement

Through push notifications, Future is able to nurture audiences by delivering **highly personalized content and monitoring their number of subscribed users**. This enhances their affiliate marketing programs, especially during high-traffic E-commerce events like Black Friday and Cyber Monday.



## THE FEATURES

# Intelligent Delivery

Additionally, features like OneSignal's Intelligent Delivery function allows for Future to reach its global following across time zones.

Intelligent Delivery automatically optimizes the delivery time of notifications based on user activity, allowing Future to reach readers when they are most likely to consume the content that they send them.

## THE STATS

# 120

Million Readers Daily

# 134

Magazines & Publications

“Since deploying OneSignal, push notifications have grown into Future’s third-largest traffic source, delivering millions of sessions a month to their publications.”

## THE RESULTS

**With OneSignal’s advanced segmentation tools, Future is able to easily curate audiences from their expansive global following. This is especially important because of Future’s status as a special interest publisher,**

which means that specific audiences have to get the right content that clearly communicates what they offer. By defining audiences based on attributes like activity, location, and interests, Future is able to increase the relevancy of their content and improve notification open rates and web traffic.

Furthermore, OneSignal’s **advanced analytics** and reporting allows for Future’s editorial teams to optimize content by identifying the correlation between their push notifications and **desired user actions**. Since Future publications receive so many daily, monthly, and yearly visitors, **keeping track of what actions push notifications have influenced greatly helps with developing a strategy for engagement and retention.**



**Matt Greenwood**  
Audience Development Executive