

CASE STUDY

How Cybba Drove Digital Growth and Thousands of New Subscriptions for Crain Communications

THE CHALLENGE

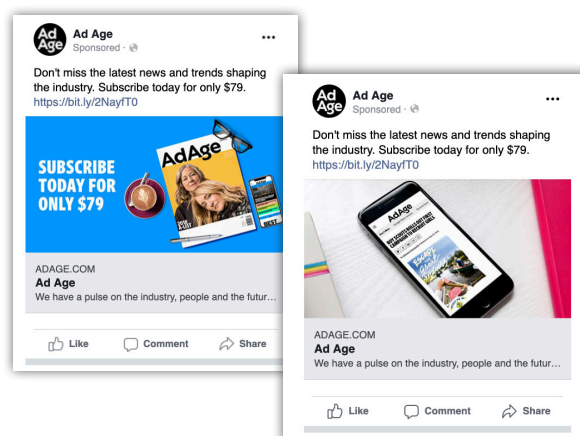
Crain Communications, a global media company with 23 brands and a presence in 30 markets across the US and Canada, enlisted Cybba's help to expand their business, broaden their reach, and grow their audiences in the digital age. Crain had limited resources to launch digital marketing initiatives to facilitate new acquisition growth.

They looked for a partner that could execute their digital marketing strategy at scale, while also providing the flexibility to test campaigns across media channels and quickly generate results.

Over 18 months, Crain Communications and Cybba expanded their partnership to 9 different brands, including Ad Age, Automotive News, Autoweek, and Modern Healthcare. Each of these brands run a custom combination of both audience generation and conversion driving tools, such as paid social, search engine marketing, display retargeting, and onsite engagement.

AD AGE | PAID SOCIAL ADVERTISING

- **Objective:** The goal of the paid social campaign for Ad Age was to drive new traffic and convert subscribers through Facebook and Instagram.
- **Strategy:** We tested different creative sets and promotional offers to engage users, extend reach, and understand audience behavior.
- **Results:** The paid social campaign reached almost 600,000 unique users over 60 days through likes, comments and shares.



RESULTS

2,534

Post Likes

19,696

Page Engagements

10.2%

Of Additional Subscriptions Driven

17.2%

Of Recovered Revenue

578K

Unique Users Reached

CRAIN'S DETROIT BUSINESS | SEARCH ENGINE MARKETING

- **Objective:** The Crain's Detroit Business campaign focused on driving new traffic and converting subscribers through SEM.
- **Strategy:** We matched users' search intent with the Crain's Detroit Business membership product that best matched their interest.
- **Results:** The SEM campaign yielded high engagement with a CTR of 6.67%, and contributed 2.3% of total subscriptions in a 90-day campaign.



RESULTS

111K

Impressions
Served

8K

Clicks

6.67%

Click Through Rate

1.4

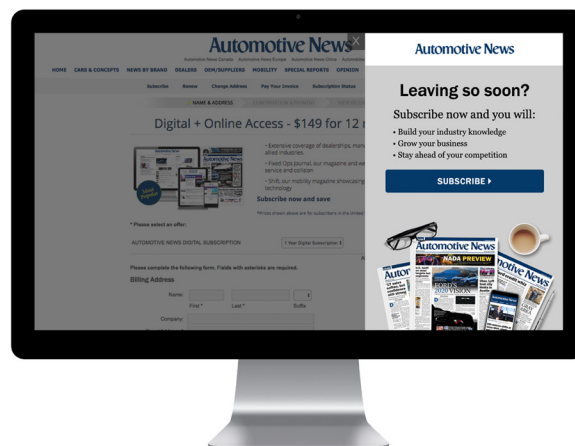
Average Position

2.3%

Of Additional
Subscriptions Driven

AUTOMOTIVE NEWS | ONSITE ENGAGEMENT

- **Objective:** The onsite engagement solution was used to address website abandonment rates on Automotive News, a brand with relatively high site traffic.
- **Strategy:** At the point of abandonment, we triggered real-time messaging to re-engage visitors with products of interest to complete their subscription purchase. We used a native, on-brand design to make the experience as seamless as possible.
- **Results:** The onsite engagement campaign lowered abandonment rates across subscribe pages, increased conversions, and recovered lost revenue.



RESULTS

23.5%

Additional
Subscriptions Driven

11.7%

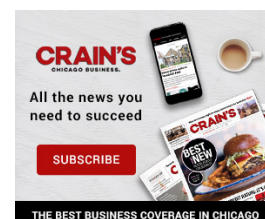
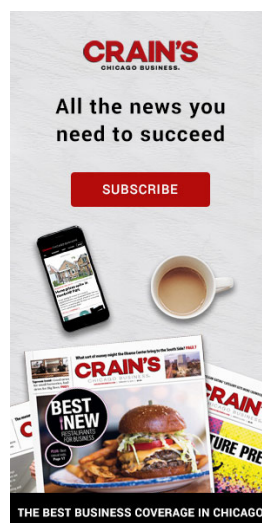
Of Recovered
Revenue

Our team felt confident that the Cybba team of experts would be able to execute multiple campaigns for us while growing our presence and increasing our conversions in a way we couldn't do on our own."

- Deanna Milojkovic, Director of Consumer Revenue,
Crain Communications

CRAIN'S CHICAGO BUSINESS | DISPLAY RETARGETING

- **Objective:** The goal of the Crain's Chicago Business campaign was to use ads retargeting to re-engage traffic that left the site without purchasing a subscription.
- **Strategy:** We deployed retargeting strategies based on user interaction with the site, e.g. hitting a paywall or the first subscription form. We personalized messaging to convert abandoners to subscribers.
- **Results:** In a year, the display retargeting ads served 2.7M impressions and reached 675,000 people.



RESULTS

2.7M

Impressions
Served

825

Clicks

12.9%

Of Additional
Subscriptions Driven

14.7

Of Recovered
Revenue

0.04%

Click Through Rate

OVERALL RESULTS

Cybba has worked with 9 of Crain's major brands, generating close to 4,000 subscriptions and recovering over \$400,000 in revenue over 18 months – all without taxing Crain to add staff or resources.

AdAge

Automotive News

AUTOWEEK

CRAIN'S
CHICAGO BUSINESS

CRAIN'S
DETROIT BUSINESS

CRAIN'S
NEW YORK BUSINESS

Modern
Healthcare

CRAIN'S
CLEVELAND BUSINESS

Automotive News Canada

Cybba really understood the complexities of our brands and the structure of our teams. They provided the solutions that worked best for us and helped us execute campaigns effectively, efficiently, and seamlessly. It made this partnership feel like the ultimate extension of the Crain team and allowed us to rely on their expertise while staying true to our brand guidelines and objectives."

- Alliya Samhat, Acquisition Marketing Manager,
Crain Communications

Interested in seeing similar results? Contact Cybba today at marketing@cybba.com