



0-100.ro brings daily top automotive news to its readers straight on their mobile devices.

COMPANY PROFILE

0-100.ro is the key automotive content partner for one of the top news portals in Romania, Hotnews.ro. One of the key differentiators of their approach is delivering high quality video test drives to their subscribers. Based on their break through strategy the company managed to become a key player in the automotive industry in less then 2 years of business.



BUSINESS CHALLENGE

For the 0-100.ro team it was mandatory to be able to engage their target user directly on the devices they use most in their day-to-day lives - their smartphones and tablets.

Since custom development was not a viable option due to budget constraints, the 0-100.ro team was in search for a powerful code-free platform that could speed up their development while reducing costs.

Moreover, another key objective for the team was to be able to connect the application with a Push Notification platform that could match their marketing and PR needs.

The ideal Push platform should have had user demographics and actionable messages. There are few platforms on the market able to deliver such a level of performance on the market, but the holistic approach on the mobile app's lifecycle Appscend provides was a key winning factor.

SOLUTION

Using Appscend's visual design studio the team from 0-100.ro was able to develop and deploy a cross platform application, available for iOS (iPhone and iPad) alike in a matter of hours. The Studio provides a code-free solution that can be easily used by non-technical individuals and developers alike.

The flexibility of the Studio helped the team go the extra mile in terms of visual customizations and custom user experience while the easy to use application update system made it easy for them to constantly update the application with new and improved features.



The Smart Push Notifications services were an important part of the application's success.

By filtering their users into groups of interest based on gender and age and by adding specific actions to the Push Notification messages the app administration team increased number of views on of their videos by 35%

SOLUTION

The mobile application was easily integrated with the portal's web resources - RSS feeds as well as with the public YouTube channel. All of the multimedia content was connected to Appscend's cloud Content management panel making it easy for editors to update and distribute it on the fly to the users.

The mobile application also features a favorites section as well as social sharing on the most popular social networks: Facebook, Twitter and Tumblr. Expansion plans include the deployment of the application on Android smartphones & tablets as well as top selling tablets worldwide: Kindle Fire and BlackBerry Playbook.

RESULTS

"I really cannot imagine our digital strategy going forward without taking into account and leveraging the benefits the 0-100 mobile app provides." Adrian Mitrea, Editor in Chief – 0-100.ro

The 0-100.ro applications has managed to attract over **15.000 subscribers** to its Push Notification service, currently delivering over **250.000 messages** monthly. By grouping their target users 0-100.ro has achieved an engagement of over **30%** of the subscriber's user base with each Push Notification Campaign sent.

