



BabyFirstTV Improves App Activations by 32%  
with Teradata Mobile Push



## Customer Overview

BabyFirst (www.babyfirsttv.com) is a leading cable and satellite channel dedicated to providing rich, innovative educational content for babies. The BabyFirst channel broadcast in 11 languages is available in over 41 million homes in the United States, and reaches 35 countries around the world.

BabyFirst has an increasing presence in the mobile world with nearly 5 million downloads of 27 unique app titles across all leading platforms – iOS, Google Play, Amazon and Windows Phone. BabyFirst’s content is specifically designed to enhance baby’s development in a delightful and engaging way. Popular BabyFirst apps include BabyFirst Video, Peekaboo and Play Phone.

## Goals

- Educate parents about new app releases and updates
- Drive increased app usage with promotions and special offers
- Increase brand exposure beyond television

“Working with Teradata Mobile Push has been great. We use them to introduce new apps, inform of new updates and offer special promotions. Using the in-app inbox to cross promote our apps, we saw a 33% increase in activations, and a 4% conversion rate from push open to download.”

– Zoe Rose, Digital Project Manager

## Increasing Activations With Local Time

As a media company with a strong presence across television, books, VOD, mobile and the web, BabyFirst sees mobile as their direct line of communication with parents to introduce new apps, inform of available updates, and offer special promotions. BabyFirst runs a variety of push and in-app messaging campaigns each month, delivering over 2,000,000 monthly messages that help increase daily activations.

Key to their success in increasing monthly activations is delivering messages in local time. BabyFirst found that time of day has a big impact on message open rates, and they began sending messages to parents after their baby’s bed-time. Combined with relevant messaging, this move maximized open and activation rates.

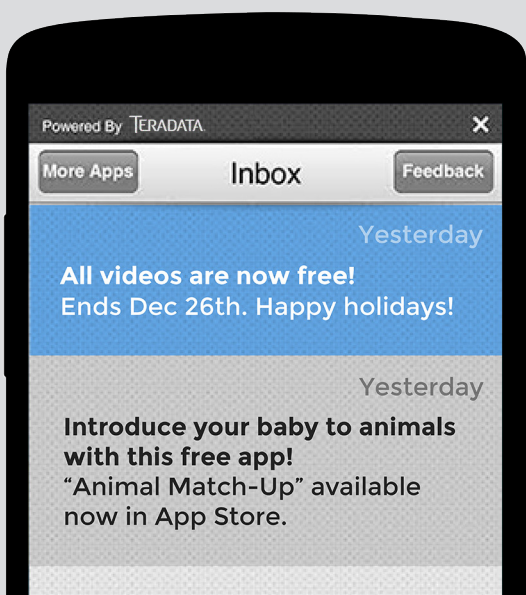
## Introducing New Apps

To promote new apps to existing users, BabyFirst integrated a Message Inbox into the Parents Zone area of their apps, giving them a way to deliver messages to parents that can view inside the app.

BabyFirst uses a push message to alert parents that a new message has arrived. Upon opening the push, users can view the in-app message that introduces the new app and links directly to the app in the AppStore. By combining push and in-app messages, BabyFirst successfully drives downloads of new apps from existing customers.

*bottom left: Example of targeted push messages sent by BabyFirst to their App users offering free videos during the Christmas holidays.*

*bottom right: BabyFirst uses the Local Time feature to reach customers when it matters to them most—in their current time zone.*





## *What would you do if you knew how to increase engagement, retention and revenues?*

Teradata Mobile Push is a mobile marketing automation platform that has been designed by marketers for marketers. We provide personalized, targeted and automated push and in-app messaging services for your apps. The service is used by leading brands, agencies, and publishers, serving more than 400 million users worldwide with more than one billion messages per month.

### **Extend Your Reach Beyond the Mobile Channel with the Teradata Digital Marketing Center**

Mobile Push is a core component of the Teradata Digital Marketing Center, which delivers the agility you need as a marketer. This all-in-one digital marketing solution gives you the benefit of individualized insights into customers so you can deliver tailored digital messages to them at the right time and in the most effective way. Now you can segment your customers with ease and run highly-targeted campaigns using any digital channel—email, mobile, social, and web.

Teradata Digital Marketing Center belongs to the Teradata Integrated Marketing Cloud, which enables you to reach your customers individually, and on any channel, online and offline. You have the data you need to know more about your marketing, the agility and tools to ignite action, and free up resources to improve brand management.

Power your marketing with individualized insights from Teradata. Simplify marketing through holistic, deep and actionable individual insights. Empower efficient processes through our integrated and flexible platform. Deliver customer engagement through dynamic, real-time experiences.

#### ***We power marketing.***

For more information on the Teradata Digital Marketing Center please visit [marketing.teradata.com](https://marketing.teradata.com)



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