

5 OTT PLATFORMS IN 6 MONTHS

iOne digital built A Space for Creators as a single destination for video content from its 11 publisher brands.



PROBLEM TO SOLVE

- Extend reach with Millennial audience by launching mobile and TV OTT platforms
- Consolidate the video content created for 11 publishers under the new umbrella brand
- Anticipate frequent iterations as new branding is refined
- Find a platform solution that a Project Manager can operate.
- Speed to market is key

APPLICASTER SOLUTION

- Use the Zapp app management platform to release on 5 platforms that resonate best with iOne's audience
- Leverage Zapp's pre-integrated tech stack solutions to launch including MPX + Google Ad Manager + Google Analytics + Firebase Analytics + Airship push notifications
- Use the Layout Manager & UI tooling to scale layouts across platforms
- Onboard iOne Digital's team for independent app management across all platforms

RESULTS

- iOne Digital released A Space For Creators, its one-stop home for Urban Lifestyle video content on 5 platforms within 5 months
- Faster time-to-market allowed iOne Digital to begin collecting data and building an audience in order to understand how best to optimize its advertising solution
- iOne Digital's team comes into Zapp to iterate branding as they iron out a new brand, and optimize UI for engagement