

Boosting Subscriber Engagement by 4x with a Mobile App



What is the story
behind?

We created a mobile
app for PISMO to build
loyalty and boost
engagement.

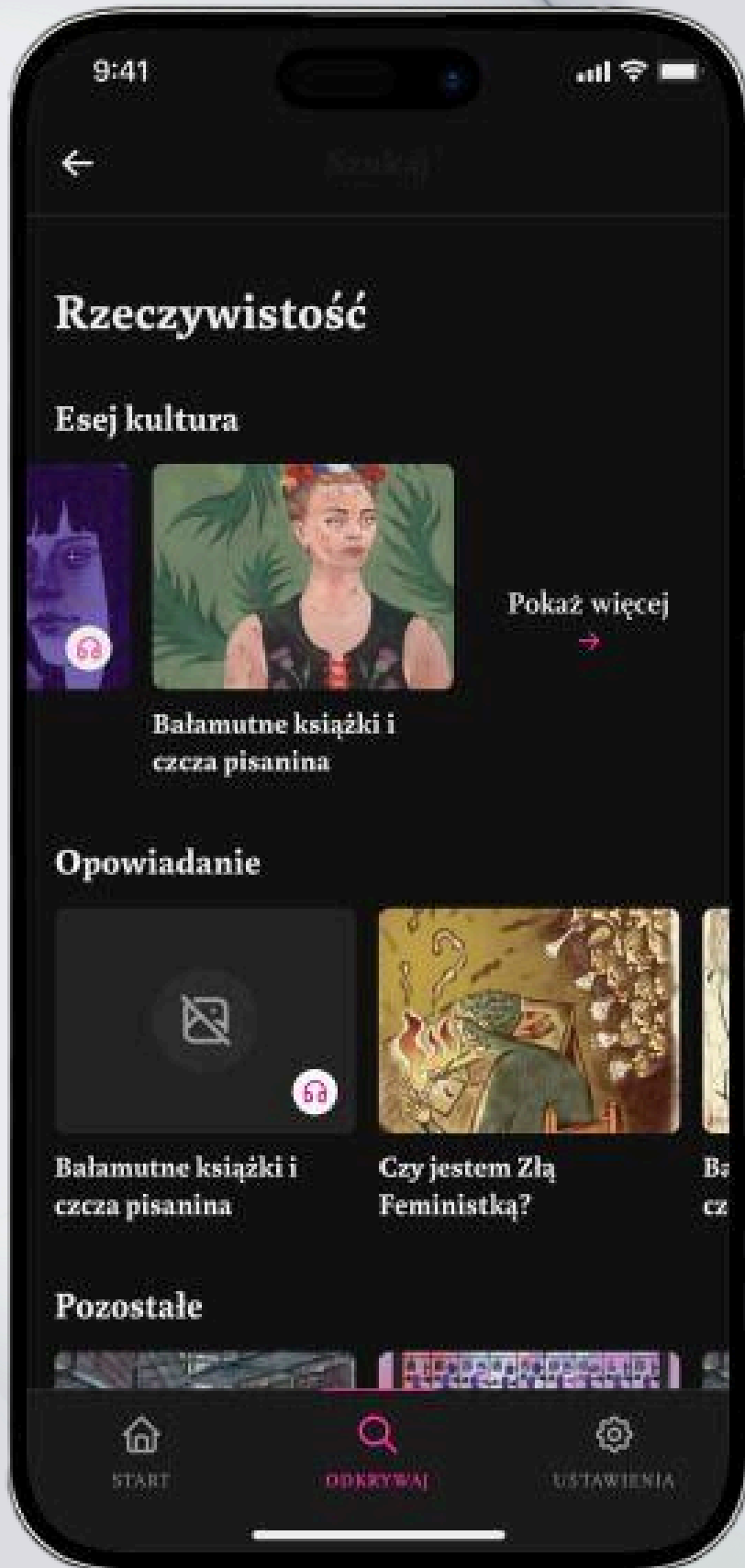


"Pismo. Magazyn opinii,"
is a standout Polish pro
bono media initiative,
engaging 50,000 users
monthly.

It shapes future leaders
and sets the standard
for independent
journalism.

The foundation aimed to:

- ✓ Attract new subscribers
- ✓ Increase engagement among existing ones
- ✓ Reduce subscriber churn

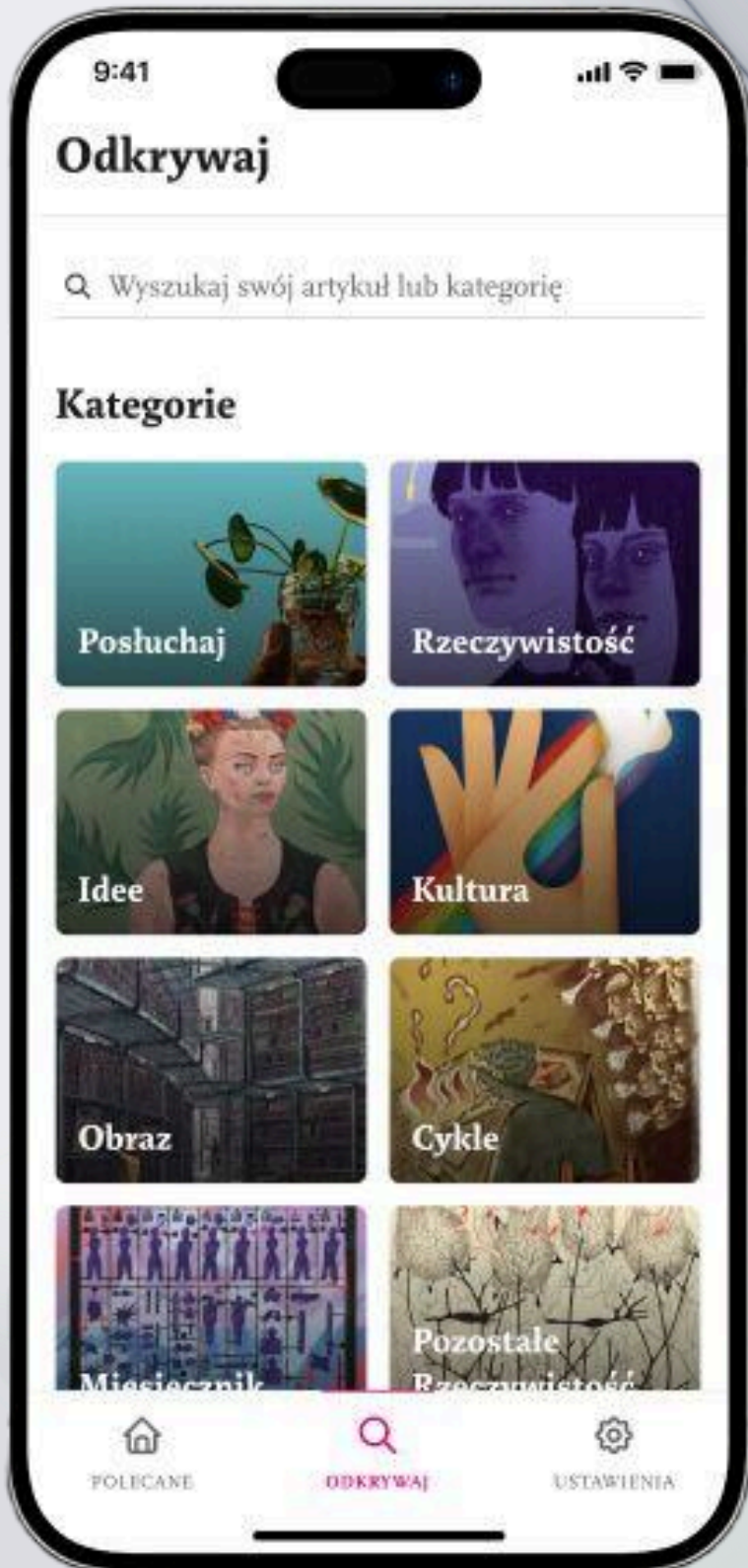


We turned goals into app features:

- ✓ Read and listen to articles
- ✓ Explore and enjoy podcast originals
- ✓ Discover exclusive, subscriber-only content

Outcomes

- ✔ 4.5 rating on App Store
- ✔ 30% of the magazine's subscribers downloaded the app
- ✔ 30% of subscribers use the app on a regular basis
- ✔ Users spend 19 minutes in the app, on average



"Cooperation with Netguru exceeded my expectations. They translated our requirements into a high-quality product while maintaining clear communication."



Marcin Lipiec
Subscription Specialist at Pismo
Foundation

Netguru provided:

- ✔ Project management
- ✔ Strategic advisory
- ✔ UX design
- ✔ Cross-platform mobile development
- ✔ MVP launch
- ✔ Support and maintenance

Own the change with Netguru