Digital Product Development Monthly Updates

# July

The product team delivered three key features for August launches. For WBEZ.org, we built an Email Capture Wall, which will require visitors to archive stories to submit an email address in order to access. This was developed in cross-collaboration with our Email Marketing and Business Intelligence teams to increase the “addressable relationships” we derive from the 500,000 – 1M monthly visitors to the site.

Also for WBEZ.org, we now poll users for their interest in subscribing to notifications when our reporters publish new stories. If users validate the concept, this “test and learn” approach will lead us to design and develop such a feature.

Donate.wbez.org will have a new feature in place for the September Pledge drive, testing a new “inline” monthly upsell. The goal is to increase recurring donations through the form in an upcoming A/B test. Finally the team produced initial specs and designs for the WBEZ app, with a target launch date in November.