

DMG Media

dmg::media



Mobile engagement boosts revenue for leading media company

Overview

DMG Media, part of Daily Mail & General Trust, PLC has partnered with Fonix for mobile messaging, marketing and interactive services across

their core media brands and publications including the Daily Mail, the Mail on Sunday and Metro.

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Testimonial



Jonathan Creber

Commercial Director, DMG Media, Mobile and TV

We have a very loyal and interactive audience that engage with our brands through various channels. Offering interactive mobile services allows us to establish deeper relationships with our consumers, add value for readers and build an even richer profile of our target audience.

The Challenge

What was our job?

The challenge was putting mobile technology to work in such a way that could support audience engagement experiences whilst creating monetisation strategies for their print and online brands. The company needed an experienced, trusted mobile solutions partner to help bring mobile to life across its portfolio of media brands.

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"The company needed an experienced trusted mobile solutions partner"



The Solution

Finding the best way

DMG Media has a great range of content and has been running successful mobile interactive services for a number of years. Fonix's solutions are focused on driving innovative and interactive mobile campaigns that engage audiences, add value and foster engagement.

Interactive mobile services delivered include competitions, feedback, sports and news alerts, paywall and other content services.

The Results

- ✓ **28%+ increase in mobile spend**
- ✓ **Customer spend increased 28%+ in the first year**
- ✓ **DMG and Fonix have been working together for over 7 years**

Interested in working with us?

Get in touch and start maximising your reach and revenue.

[Get in touch →](#)