

# Saga Communications and Mobile SMS

## CASE STUDY



Marketron and Saga Communications announced compelling results from a national mobile campaign that successfully engaged listeners and drove high participation—over 178,000 new members were added to the Saga text club as a result.



### CHALLENGE

Saga Communications owns and operates stations in 26 markets across the United States. With 61 FM stations, 30 AM stations, 3 statewide radio networks, 2 farm radio networks and 9 television stations, Saga is one of the country's leading broadcasters.

Marketron worked with Saga Interactive, which is responsible for leading all properties into multiple interactive platforms, including mobile. Saga Interactive wanted to further grow and monetize their listenership for their collective cash contest in which listeners were given a chance to win \$1,000 twice daily during weekdays in April.

### SOLUTION

Prior to using Marketron Mobile's solutions, Saga Radio had traditionally executed collective contests via phone dial-in by a station's listener. This method did not allow true insight into listener participation levels and the ability to capture listener information. Saga Interactive and 31 radio properties leveraged the Marketron platform to execute their collective cash contest via text-to-win. Example; Listen for the Coast 93.1 Keyword to Cash, your chance at \$1,000!

### MEASUREMENT OF SUCCESS

By engaging listeners to text into the collective contest campaigns, Saga Radio was able to capture their listener information and build a mobile database of listeners to whom they can re-market to in the future.

- Over 3.3 Million Text Entries
- Over 178,000 new listeners added to station mobile database
- Near 934,000 total "unique" entries
- Overall collective station **mobile database growth of 60%**

"With Marketron Digital we were able to effectively launch a national text-in contest that grew our text club by **60 percent in a month**. The results achieved during this mobile campaign are a testament to the power of mobile when partnered with radio. Saga chose Marketron Digital because of its strong reputation to deliver tangible results, and that is exactly what they did."

– Steve Goldstein, Vice President



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