

How Countable Drove 36 Million Engagements

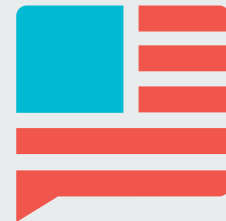
“ We chose Leanplum to drive our mission of empowering our users with the relevant legislative information they care about, at the time and in the way that they want. ”

—Paul Stich, Chief Operating Officer, Countable

As a leader in the technology of civic engagement, Countable knows the power of personalization for engaging and empowering users to make the changes they want to see in the world.

Countable needed a way to hone their content and messages to match individual users' specific interests and concerns. They also wanted their users to be able to easily follow the issues that mattered to them.

While technology has utterly transformed the consumption of commercial data, its impact on the information that underpins democratic processes has been much less marked. Constituents have trouble accessing legislation in easily digestible forms and have trouble following representatives' actions, whether at the local, state, or federal level. Lawmakers, for their part, struggle to get an accurate read on voters' concerns and struggle to sustain a consistent, authentic conversation with constituents.



Countable makes government more accessible, more intelligible, and more engaging for citizens. It provides personalized, non-partisan summaries of legislation and relevant news, made actionable by its suite of digital engagement products.

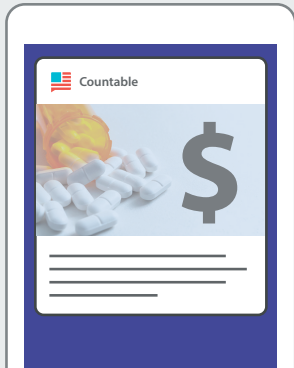
LEANPLUM

Solution

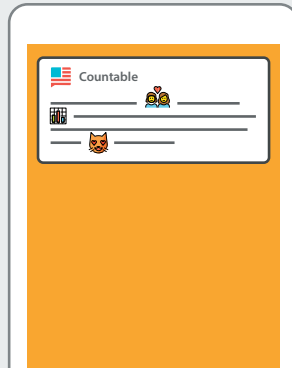
Countable turned to Leanplum's multichannel communication platform to calibrate its messages and drive what Paul Stich, Countable's Chief Operating Officer, calls "a new pattern of consumption for political news: the right message at the right time to the right person."

Leanplum's powerful user analytics revealed the optimal channels for communication with each user. Push notifications and email were identified as the primary channels that drove the highest

Version A
Rich Media



Version B
Using Emoji



levels of user engagement. Leanplum's analytics also enabled Countable to A/B test and optimize the elements of its messages, including keyword placement, emojis, rich notifications with imagery, and time of day. The platform streamlined the ways that Countable communicates with its users in real time. It enabled Countable to create email and push notifications that feel personal to each user, at scale and across multiple channels.



Results

Leanplum has made it possible for Countable to communicate with millions of individuals on a personal, meaningful and actionable level. By leveraging Leanplum, Countable has successfully enabled 36 million civic engagements. In addition, Countable has significantly improved audience engagement. The company's editorial team can now accurately evaluate which messages resonate with users and which don't.

Leanplum is delivering vital support for Countable's core mission of empowering citizens with the highly relevant, timely information that's the lifeblood of democracy.

About Leanplum:

Leanplum, the leading multichannel engagement platform, helps forward-looking brands like Tinder and Tesco meet the real-time needs of their customers. By transforming data into an understanding of users' needs and wants, our platform delivers unified experiences that are timely, tested, and relevant—building the customer loyalty that fuels business growth.



Read more customer case studies at:
www.leanplum.com/case-studies