

CRM

Metro's CRM community take the advantage of a **deeper relationship** with Metro through **content tailored to them** and exclusive offers, competitions and events.

Through **email** and **push notifications** we create **bespoke communications** for our partners to reach and engage their target audience for optimal results, whatever their objective:

- Increasing **brand awareness**
- Driving **site traffic**
- Driving **direct revenue**
- Growing **databases**

EMAIL

814,000
Reach

25% Average
Open Rate

2%
Average CTR

THIRD PARTY EMAIL

235,000
Reach

14% Average
Open Rate

2%
Average CTR

PUSH NOTIFICATIONS

900,000
Reach

1% Average
Open Rate

0.5%
Average CTR

DEMOGRAPHICS

 **66%**

 **34%**

AB: 47%

18-44: 66%
(Index: 159)

 Professional
Senior
Management:
21%
(Index: 123)

TOP PICKS

Newly launched, Top Picks offers users a one-stop shop for partner offers and promotions within our Digital Editions. Every push notification package includes a card in the Top Picks section.

 **6%**

Average Open Rate
for Competition

 **4%**

Average Open Rate
for Offers Card