

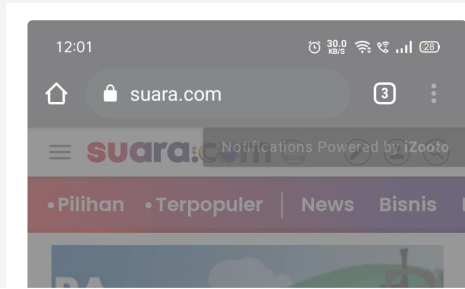
Suara Builds an Audience of their Own and Increases Repeat Traffic using iZooto

suara.com

iZooto

Background

New To The Arena, But Growing At An Exponential Rate



www.suara.com wants to send you notifications

Block

Allow

Bocah 13 Tahun Jadi Tersangka Perahu Maut Kedung Ombo
SURAKARTA

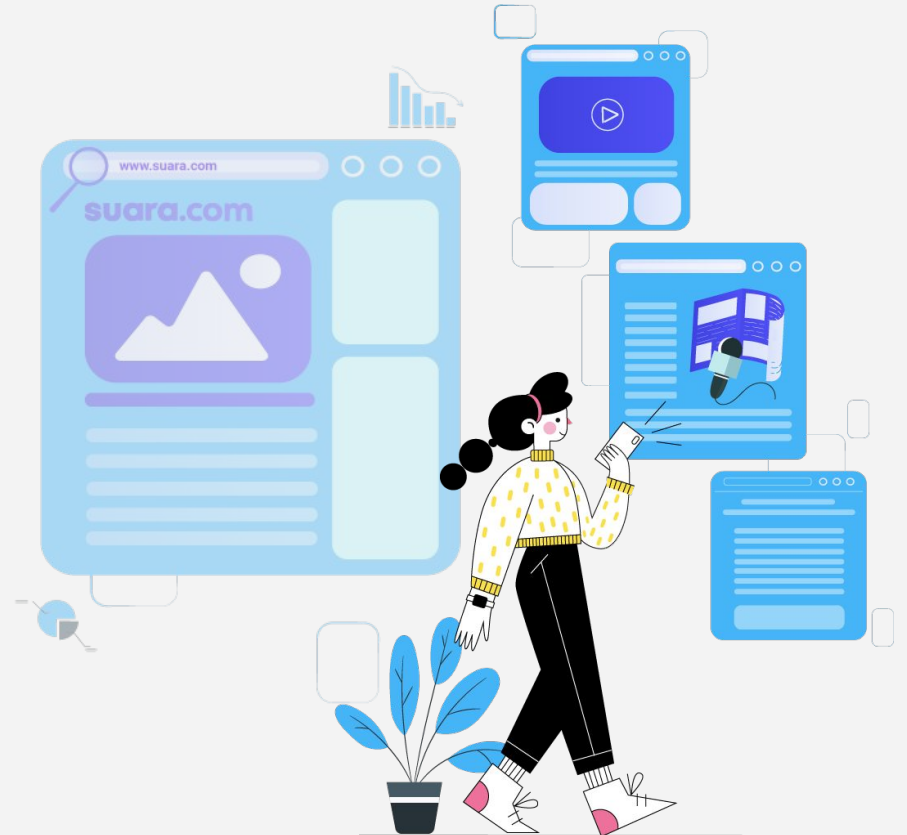


Suara is an Indonesian news portal that came into being in 2014. Suara covers news across categories like politics, sports, entertainment, and technology to name a few.

While they had traffic pouring in to consume news, the number of repeat visitors was declining. They want to bring readers back to their website.

Challenges

Stuck In The Traffic Jam



Solution

Greenlight For Repeat Traffic

Segments

Name	Reach
Desktop-Subscribers	Show Estimated Reach
Mobile-Subscribers	Show Estimated Reach
Subscribers-Yesterday	Show Estimated Reach
Subscribers In Last 7 Days	Show Estimated Reach
Subscribers In Last 15 Days	Show Estimated Reach
User Kaltim	Show Estimated Reach
User Sulsel	Show Estimated Reach
User Sumsel	Show Estimated Reach
User Sumut	Show Estimated Reach

10,092,206

Total Subscribers



Suara started building its own audience and engaging them with breaking news.

**Suara now has
over 10M Push
Notification
Subscribers.**

Results

Hitting The Right Numbers



**iZooto helps Increase our traffic
by 12-15%**

iZooto also helps
us engage and bring
readers back to the
website.

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