

Radio.com Case Study

TRIBAL⁷
SCALE

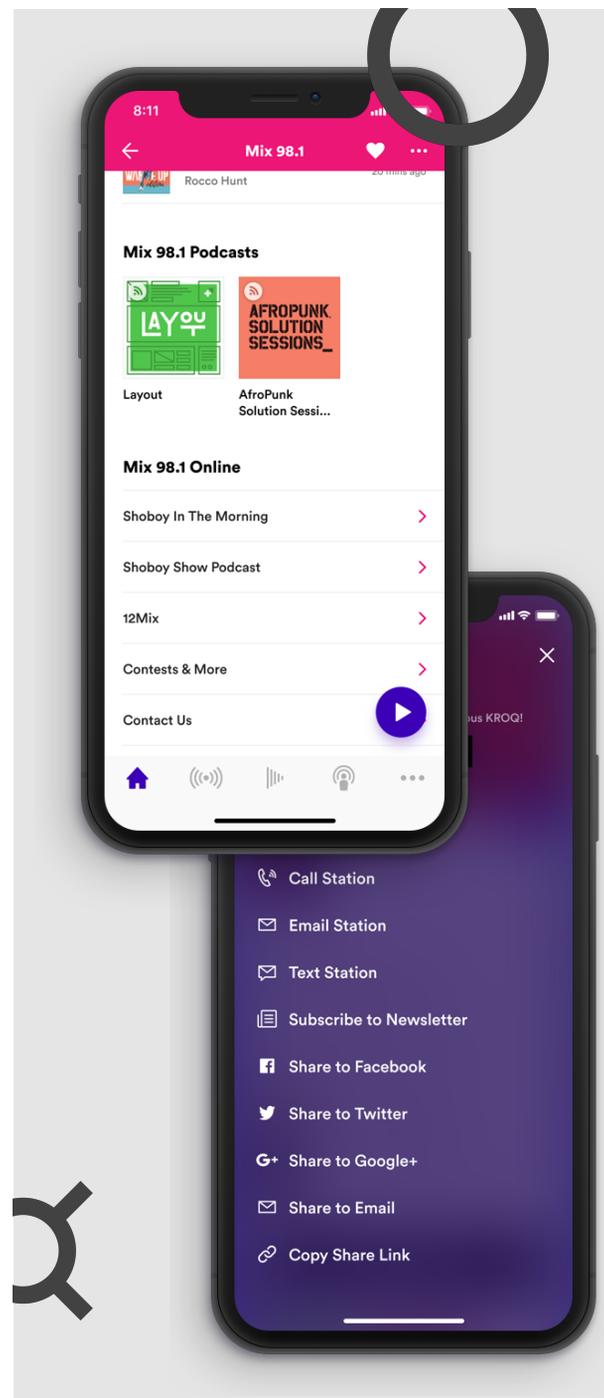
Leading radio network revamps its mobile offerings to gain an unprecedented increase in users.

Radio.com is a radio station aggregator and lead content creator in the United States. Owned by Entercom, one of the world's largest broadcasters and radio networks, Radio.com provides content to ~83 million on a weekly basis.

Challenge

Radio.com needed to reconstruct their existing mobile app, improve the code base and drive user value, while highlighting their brand and distinct offerings. Radio.com needed:

- + A unified app to provide access to all stations, while highlighting the aspects that make each station unique.
- + Full range of digital solution services — high quality engineering, product management, design, and quality assurance — to ensure a consistent experience and a strong performance throughout the app and across platforms.
- + Needed a digital innovation partner able to dedicate full teams to their projects and expand those teams to meet future needs.



Solution

Radio.com chose TribalScale for our ability to provide the full range of services, and for our reputation for industry intelligence, thought leadership, and communicative, iterative processes.

- + **Discovery:** For every feature we conducted discovery investigations to ensure we were creating an amazing product that would meet Radio.com's business needs. *A discovery* allows us to (re)identify our client's differentiation and uncover opportunities to drive value.
- + **Design:** We prioritize and value the user experience above all. We designed the iOS and Android apps with the user in mind, then we tested with real users to guarantee the app would meet their needs, and thus Radio.com's.
- + **Development:** Our iOS and Android development teams rebuilt the Radio.com app from scratch and integrated the application with Triton, Aptelligent, Gimbal, and Branch. Plus, builds for the native applications were released on a weekly basis.
- + **Quality Assurance:** As with all our engagements, we conduct quality assurance testing across the board. This way, we ensure the Radio.com applications meet all development and design requirements, and gives the user a seamless experience.

TECHNOLOGIES

- + GraphQL
- + Apollo
- + Java
- + Kotlin
- + Swift
- + Objective C
- + Analytics: Localytics, Google Analytics, and Nielsen ComScore
- + Ads: DoubleClick for Publishers and Triton



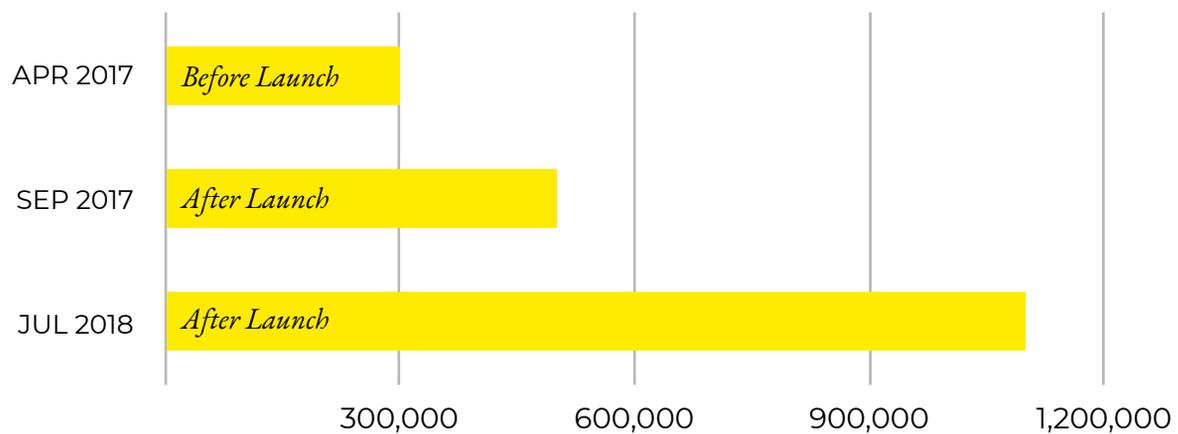
Outcome

Once the engagement concluded, Radio.com's teams were able to fully take on the extensible and maintainable codebase for future work.

Building off this momentum, TribalScale launched Radio.com on four new platforms in 2018 — Fire Tv, Amazon Alexa, Roku, and web. By building out Radio.com's APIs we have ensured that these, and future integrations, are quick and scalable.

The number of monthly average users tripled in one year, without any paid marketing.

MONTHLY AVERAGE USERS



*“The best of the best radio apps, hands down.
Thank you.”*

- GOOGLE PLAY STORE REVIEW, FEBRUARY 2019

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TribalScale is a global innovation firm that helps enterprises adapt and thrive in the digital era. We have years of experience in digital strategy, design, and multi-platform engineering and through agile practices, we transform teams, build best-in-class digital products, and create disruptive startups.

Whether we're righting the ship for another company or creating a fresh end-to-end solution, we innovate for a better tomorrow.

Contact us at: contact@tribalscale.com

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