

POLITICO

From Idea to Launch: How POLITICO and Ring Publishing Delivered a New Mobile App in 3 months

POLITICO – the news service known worldwide – decided to relaunch its flagship native iOS and Android app shortly before the upcoming elections. They chose Ring Publishing as a partner because of our experience in providing solutions for fast mobile app development and the efficient SaaS platform for content management and distribution to its users. We were glad we could take on the challenge of developing these applications.

○ Why

The POLITICO app was implemented some time ago and needed a major redevelopment. Simply put, there is a correlation between positive user experience and business. That's why POLITICO decided to update their technology and improve the UX. The change was aimed at achieving a world class user experience and to better reach users through push notifications. The goal was ambitious and clear: to enchant its current and new users with new quality before the parliamentary elections.

○ What

The goal was to launch iOS and Android mobile apps, implement a Headless CMS system, migrate content and integrate necessary 3rd party solutions such as tracking, consents managements and advertisement in three months with a hard deadline to be ready before the elections on 8 November 2022.

The project was completed remotely with teams in the US and Poland, and the new POLITICO mobile application was launched on 12 October 2022.



○ How

The project involved the development and implementation of a complete solution for the first client in the US market:

- building a new flagship mobile application for iOS and Android systems based on Ring Publishing
- building a content synchronization service between POLITICO CMS and Ring Publishing CMS (Headless CMS)
- providing Ring Publishing tools together with PushPushGo for management and publishing of mobile push notifications

In order to achieve the intended goal, we needed close and committed cooperation between both teams. Ring Publishing took responsibility for development, user experience and graphic design, and the POLITICO team actively cooperated in agile technology, with an approach of bi-weekly presentations of project results.

○ Results

For POLITICO Users

Fast iOS and Android apps to stay up to speed on the political news driving the day, featuring up-to-the-minute insight and analysis delivered straight to your phone. The sleek and navigable design offers a convenient way to access POLITICO's dynamic stories and breaking news alerts. The high quality of the app is confirmed by crash free user metric at an amazing level of 99.85%.

For POLITICO Editors & Business

Very short time to market. Usage of Content Mobile App enables development of new applications within one month including UX design, tests and publication in the Apple App and Google Play stores.

Ring Publishing simplified the editorial workflow of managing the content in the app and provided an efficient push notification platform for editors, enabling delivery of hundreds of thousands of notifications to all application users within a few minutes.

Very fast process of replacing the old app with the new one within 3 weeks for all users.

○ Clients' voice

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In terms of launching the app – I can say it was truly a seamless experience with no major humps. I truly appreciate all the work that you and the team put in. We have gotten so much positive feedback

Danielle Feldman

Executive Director, Product Management ○ POLITICO

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Thanks to our cooperation with Ring Publishing, users can expect a more robust mobile app, with improved features and a sleek navigable design that offers a convenient way to access POLITICO's trademark scoops and groundbreaking reporting.

Matthew Kamiński

Editor-in-chief ○ POLITICO

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Excited to share that POLITICO has launched a new and improved app that is a leap forward in the mobile experience offered to readers. You can expect a more robust app with improved features and a sleek, navigable design that offers a convenient way to access POLITICO's trademark scoops and groundbreaking reporting. Just in time for the midterms

Brad Dayspring

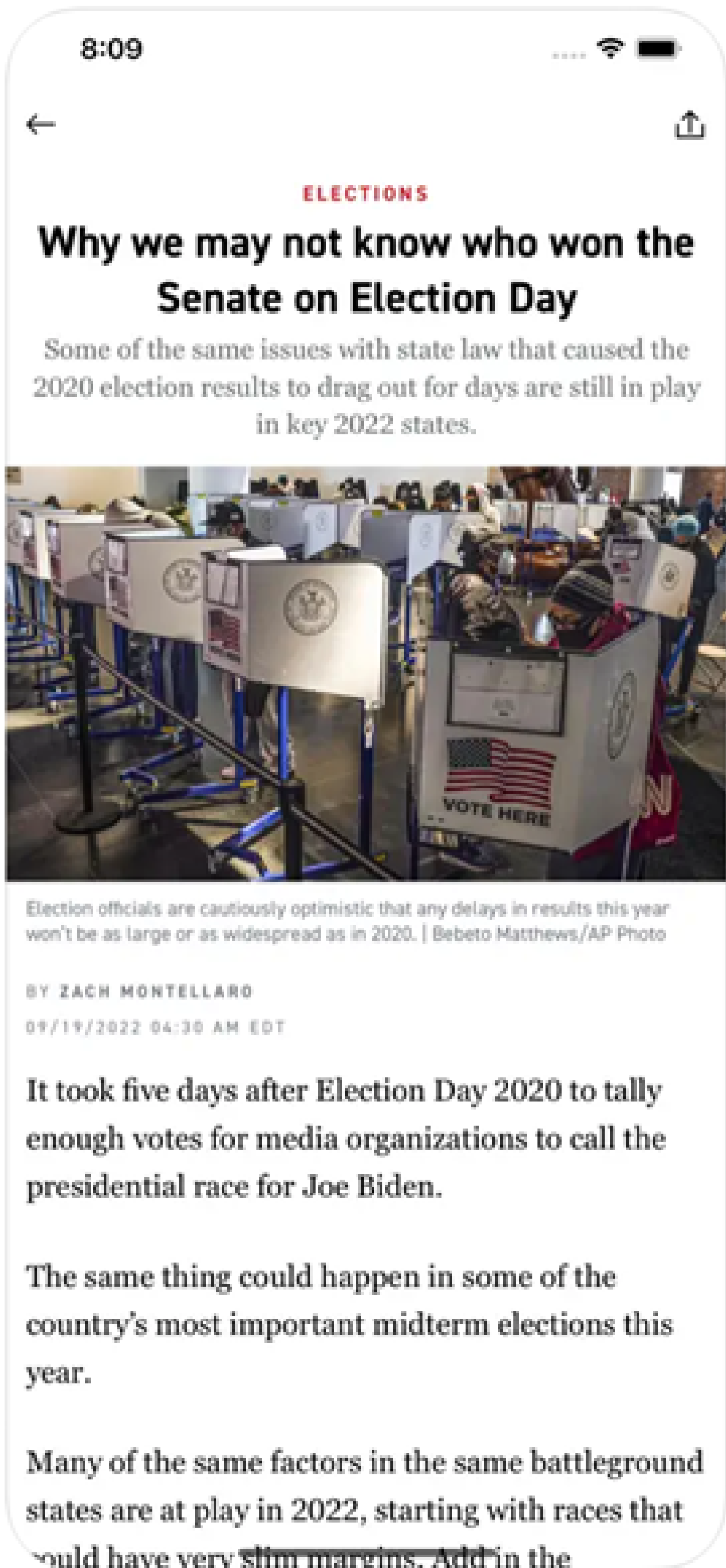
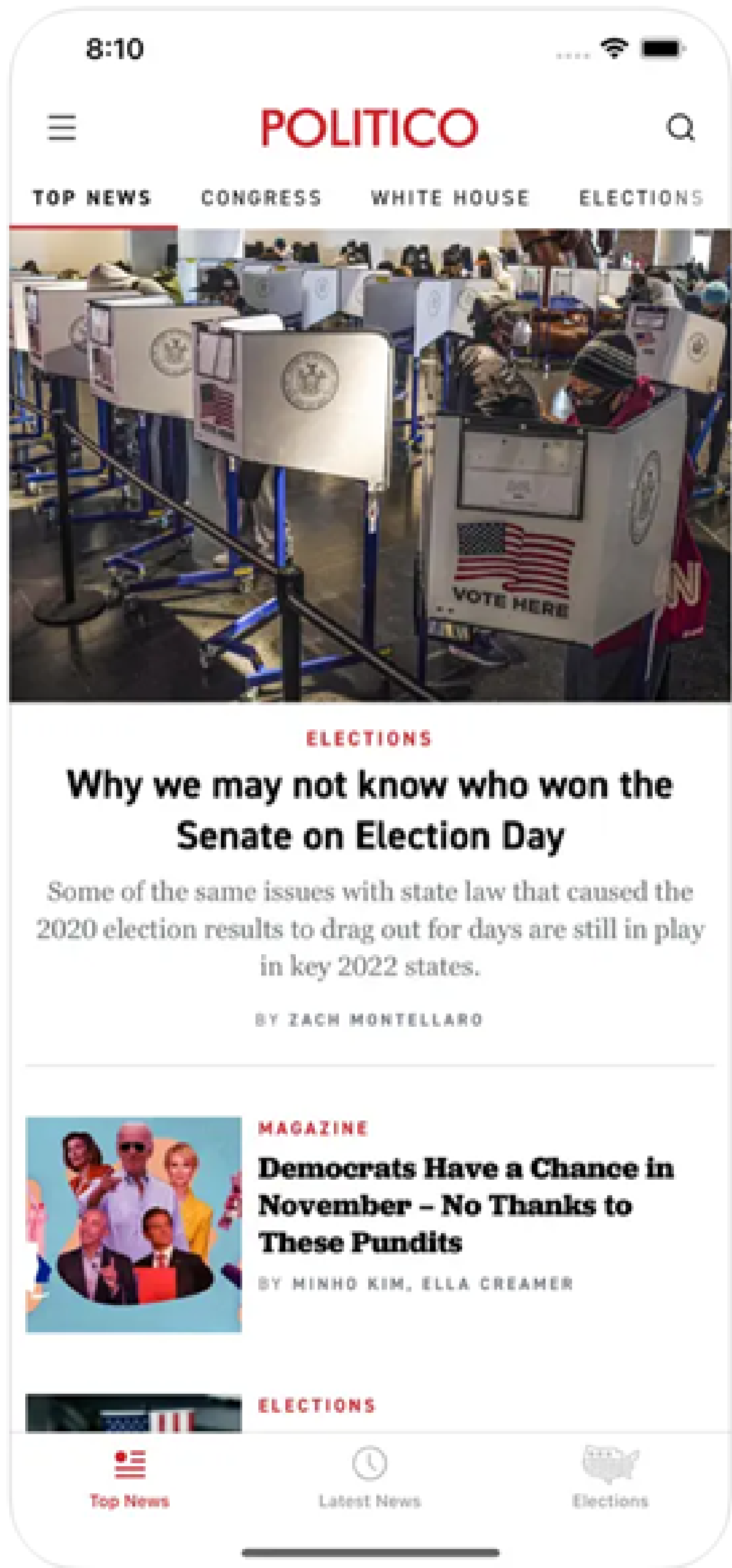
Vice President, Marketing & Communications ○ POLITICO

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We launched a new version of POLITICO's consumer mobile app this week! The update offers clear navigation and categorization of editorial content. Proud to have played a role in launching this new product.

Kristen East

Newsroom Product ○ POLITICO



POLITICO

POLITICO is the global authority on the intersection of politics, policy, and power. It's the most robust news operation and information service in the world specializing in politics and policy, which informs the most influential audience in the world with insight, edge, and authority. Founded in 2007, POLITICO has grown to a team of 700 working across North America, more than half of whom are editorial staff. POLITICO Europe, its seven-year-old European edition has grown to nearly 200 employees.



Ring Publishing is a modular platform for publishers and media to create and deliver the right content to the right audiences. The platform provides a pure SaaS experience, relieving the client of the burden of all tasks related to development, maintenance, and support and enabling them to focus on core business activity, such as creating great stories for the readers. Ring Publishing is used by more than 60 brands and digital market leaders in Europe, Africa, and the US



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