



# Morningstar, investing in customer retention.

Top investment research firm realizes efficiencies by transitioning from custom developed apps to Adobe Digital Publishing Suite.



“Engagement rates for our *StockInvestor* app have skyrocketed—99% of self-identified subscribers with iPads have downloaded the app, and they are consuming it cover to cover.”

*Peggy Seemann, senior product manager, publications, Morningstar*



## SOLUTION

Adobe Digital Publishing Suite

## RESULTS



### SATISFIED SUBSCRIBERS

99% of self-identified subscribers with iPads downloaded the *StockInvestor* app



### EFFICIENT PRODUCTION

Streamlined resources by shifting from custom development to Adobe Digital Publishing Suite



### TIMELY CONTENT

Keeps customers engaged with monthly publication by incorporating access to live stock data and weekly editor commentary



### UNPARALLELED INSIGHTS

Strengthened app effectiveness by modifying apps based on user behavior data

Morningstar, Inc.

Established in 1984

Employees: 3,800 worldwide

Chicago, Illinois

[www.global.morningstar.com](http://www.global.morningstar.com)

Download the apps

*StockInvestor*

*DividendInvestor*

## CHALLENGES

- Launch several tablet apps to help grow customer base
- Make app content compelling and up to date to increase customer satisfaction
- Leverage existing print publishing and design workflows
- Increase content frequency and freshness

## Boosting customer loyalty

Competition is fierce in the financial services industry, and the costs of switching to alternative firms are lower than ever. That's why Morningstar, Inc., a leading provider of independent investment research with operations in 27 countries, seeks to differentiate the customer experience, increase loyalty, and add value so that customers keep coming back for more. Morningstar is reaching its audience in new and more effective ways by creating digital apps using Adobe Digital Publishing Suite (DPS).

Morningstar offers investment management services and provides data on hundreds of thousands of investment offerings. After extensive research and development, the company launched its first digital app, *Morningstar*® *StockInvestor*<sup>SM</sup> for iPad®, a custom-developed, interactive newsletter for the iPad that complements Morningstar's existing PDF and print newsletter of the same name. Although the app was successful, ongoing publication and maintenance of the custom app required extensive development time and effort.

To free up development resources, expand its digital portfolio to encompass more newsletters and reach a broader audience, and include "sticky" features such as video and live data feeds, Morningstar shifted away from custom newsletter app development and standardized on Adobe Digital Publishing Suite. By adopting DPS, the firm's newsletter design team is able to handle more of the app production process without requiring developer resources.

"We wanted to capitalize on the rapid adoption of tablets," says Peggy Seemann, senior product manager, publications, Morningstar. "We've seen significant traction with our print, online, and tablet editions, but sought to increase our market reach and boost customer retention by expanding to more titles and adding more immersive content."

## A more efficient way to go mobile

The Morningstar team began investigating options, including DPS, a solution that would allow the firm to better optimize its tablet apps. Christopher Cantore, Morningstar design manager, spearheaded the company's efforts to move to an efficient, feature-rich tablet publishing platform.

"Adobe Digital Publishing Suite allows us to incorporate video and multiple live data feeds, something that was not easy when we were producing our native mobile app," says Cantore. "Even more importantly, Adobe Digital Publishing Suite supports an initiative to move to market more quickly and standardize design wherever possible."

"With Adobe Digital Publishing Suite, we are able to keep the app up to date with the new features introduced by the newsletter editors, as well as provide real-time stock prices and key Morningstar data points for all companies held in the publications' portfolios and watch lists."

*Peggy Seemann, senior product manager, publications, Morningstar*



## Fresher content, more apps

After choosing DPS, Morningstar established an efficient workflow that takes advantage of its existing print publishing processes. The first step was to build new templates for DPS, including a chart-heavy market summary page that mirrors the print version of *StockInvestor*.

With the new templates, publishing each version of the *StockInvestor* app takes minimal time and resources. Once the print version is completed, the team brings that core written content and imagery to the tablet edition and adds interactive elements such as video and a live data button that allows customers to access stock prices for the companies mentioned in the publication.

Using DPS, tablet app publication at Morningstar rapidly accelerated and expanded, without adding staff. The resource savings have enabled Morningstar to launch a second newsletter app in late April 2014, *Morningstar DividendInvestor* for iPad. Tablet editions of two additional newsletter apps, *Morningstar FundInvestor* and *Morningstar ETFInvestor*, are currently in development.

Because of the time sensitivity of investment information, providing a live data feature within the app gives access to current market data while preserving the integrity of the written content. Also, with its first native *StockInvestor* app, the team did not always have the time or resources to mirror the design updates from the print newsletter, making the app appear outdated.

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*Christopher Cantore, design manager,  
Morningstar*

Greater publishing efficiency has also given Morningstar the ability to keep content updated and synchronized. Subscribers have access to complete content, current data, immediate trade notifications, inter-issue commentary, and the ability to bookmark their favorite articles in the apps. Additionally, if designers make any changes to the print versions of the newsletters, the tablet editions can immediately reflect them.

"In the native app, live data was limited to just a handful of stocks, and we were unable to deliver updated features because of the number of ongoing projects in our development queue," says Seemann. "Our customers wanted the same experience whether accessing the monthly issues via PDF, print, or tablet. With Adobe Digital Publishing Suite, we are able to keep the app up to date with the new features introduced by the newsletter editors, as well as provide real-time stock prices and key Morningstar data points for all companies held in the publications' portfolios and watch lists."

### **Myriad ways to reach subscribers**

Customers can download the Morningstar apps from the Apple App Store. Custom storefronts for both apps offer current and back issues, as well as alerts, glossaries, FAQs, and general account access. The use of direct entitlement within DPS allows Morningstar to quickly authenticate print and online subscribers from within the app, so they can easily access the newsletters on their iPads.

Morningstar promotes its apps as a part of a holistic communication strategy through its newsletters, direct mail, online display advertising, and subscriber communications such as issue alerts, back-page ads, and cover wraps for both print and PDF versions. The company stays in touch with tablet customers and boosts subscriber engagement through push notifications that signal the availability of new or updated content. In addition, Morningstar helps new customers understand how they can benefit from subscriptions to Morningstar's newsletters with free in-app guides: an overview of the firm's stock investing strategy and in-depth tours of each newsletter's features and benefits.

### **Valuable insights, informed content direction**

Catering to customers requires knowledge of how they are interacting with Morningstar's content. To continually optimize the experience, Morningstar relies on the Adobe Analytics solution within Adobe Marketing Cloud to track issue downloads as well as time spent within apps and with specific content, tags, and interactions with custom-made buttons from HTML pages. The resulting insights provide guidance on the layout and functionality of digital editions, such as whether to present information horizontally or vertically.

## SOLUTION AT A GLANCE

- Adobe Digital Publishing Suite.  
Capabilities used include:
  - Custom storefront
  - Custom library
  - Custom navigation icons
  - Push notifications
  - Direct entitlement
  - Integration with Adobe Analytics
- Adobe Marketing Cloud, including the Adobe Analytics solution

"Adobe Digital Publishing Suite has enabled us to marry the familiarity and tactile feel of our print formats with the more interactive, real-time features of our online products, thereby enhancing retention," says Melissa Edmonds, business analyst on Morningstar's mobile solutions team. Seemann adds, "Our strategy is paying off. Engagement rates for our *StockInvestor* app have skyrocketed—99% of self-identified subscribers with iPads have downloaded the app, and they are consuming it cover to cover."

Looking to the future, Morningstar will continue to accelerate app publishing to meet its goal of having its complete suite of newsletter apps on the market. The company is also considering using DPS to create a tablet edition of its thought leadership publication, *Morningstar* magazine. Overall, the apps are expected to support subscriber growth and retention and strengthen Morningstar's position in the digital app marketplace.

### For more information

[www.adobe.com/products/digital-publishing-suite-enterprise.html](http://www.adobe.com/products/digital-publishing-suite-enterprise.html)

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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Popular searches: DPS capabilities, Push notifications, Integration with Adobe Analytics, Add interactivity to app content

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