Boosting Podcast Audience Metrics with Twitter

Challenges

Stitcher is a leading on demand radio and podcast platform, with millions of listeners and over 35,000 shows covering news, talk, sports, entertainment and more. With so many options to choose from, Stitcher has built a one-of-a-kind recommendation engine that leverages tens of millions of hours of listening data and listeners' social connections to help surface personalized show recommendations. Stitcher combines these recommendations with a listener's favorites and curated news clips into an easy to use Front Page feed. Users can also "stitch" together custom playlists of their favorite shows for listening on any mobile device.

Stitcher knew that attracting a larger listener audience meant that accessing their talk radio content needed to be as easy and uninterrupted as possible. Player uptime was directly related to internal code stability, and their developers also wanted to make new user sign-up a seamless workflow. To achieve this, Stitcher needed a robust performance monitoring solution along with an easy way to add social single sign-on with Twitter.

> " *The best part of moving to the Fabric SDK has been Answers. It gives us realtime performance monitoring and allows us to compare identified crashes with our internal server logs.* "
>
> Ashley Kayler
> Lead iOS Developer
> Stitcher

Solution

Stitcher's developers chose to implement components of both the Crashlytics and Twitter Kits from the new Fabric SDK. They found that both kits were extremely easy to install, taking little more than a handful of minutes and a few short lines of code.

Stitcher had already been using Crashlytics for several years and found that it had kept them stable and crash free for that time. When issues did arise, they were able to pinpoint them down to the specific user, time of day, and exact lines of code causing the app to fail. This was incredibly valuable due to the wide range of mobile operating systems and hardware listeners were using to access Stitcher content. Answers also gave the team new at-a-glance visibility into mobile analytics across all of these various combinations, further resulting in improved platform stability.

Social login was another key need, and Stitcher found Log in with Twitter to be just the ticket for simplifying the new listener sign-up process. Podcast personalities were increasingly using Twitter to promote their shows, and the Twitter Kit allowed Stitcher to onboard their followers with just a few lines of back-end code. The new user experience meant that the podcaster's Twitter followers could easily start listening to their shows on Stitcher with just a click or two of the mouse.

Results

Stitcher has been able to maintain consistent stability of their platform thanks to Crash Reporting and Answers from the Crashlytics Kit. This stability has meant an overwhelmingly positive listener experience due to the lack of interruptions in the app, and users continue to come back for new and interesting content.

Log in with Twitter is also expected to increase audience metrics thanks to the fact that users have a new single sign-on experience with social credentials. Podcast personalities continue to increase their use of Twitter as a place for conversations about their topics, and their fan bases can easily follow the dialogue back to Stitcher. With overall audience metrics on the rise, the Fabric SDK has proven a valuable addition to the Stitcher development team.
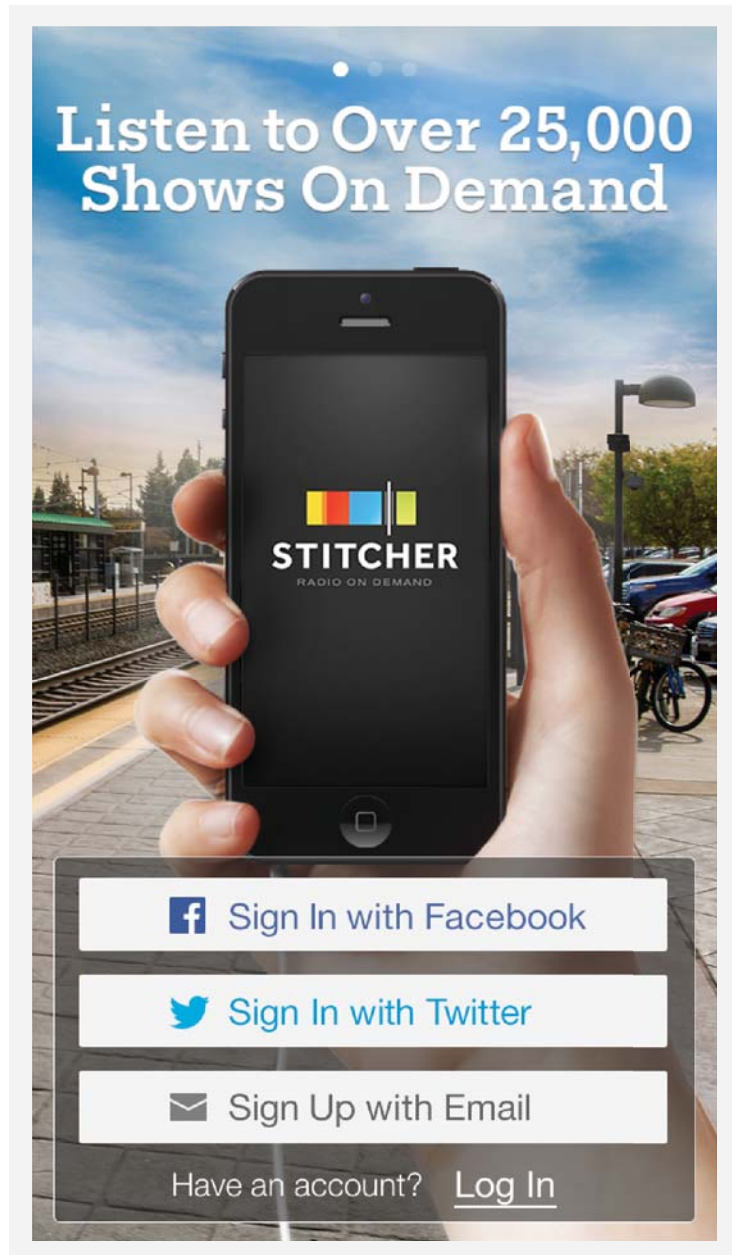
STITCHER
RADIO ON DEMAND

Location: San Francisco, CA

Industry: Radio & Entertainment

Kits: Crashlytics and Twitter Kits

Quick Facts:

- More than 35,000 on demand Radio Shows and Podcasts to choose from

- App available on iPhone, iPad, Android, Kindle Fire, Sonos and PC

- Over 10 million downloads

- Integrated in over 50 vehicle models from GM, Ford, BMW, MINI, Mazda, Jaguar, Land Rover

- Selected awards:
  - Apple - Top 5 News Apps
  - 2014 Webby Award Winner
  - Time Top 50 iPhone Apps 2013
  - Tech Crunch - 20 Best Apps of 2012