

Albuquerque Journal Rewards

Acira Group Case Study

Challenge

The Albuquerque Journal services a broad region of New Mexico with news, programs and events. They wanted to build community engagement around regional small businesses: driving new customers to support local organizations as well as proving incentive and rewards to consumers.

Solution

Acira Group provided a first phase of research and development to determine the viability of this program, as well as develop the basic parameters around which it could function. To build this plan, we worked with the Journal management as well as conducted market research to determine an optimal delivery method.

Our plan consisted of a cross-platform mobile app, as well as management tools and API interface that could provide additional services to the website. By connecting and integrating with the Journal subscriber API, we were able to provide a seamless customer experience.

After a successful rollout and gaining strong traction, the Journal Rewards program is still in operation today.

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