



BigDoor Helps CBS Boost Retention by 187% in 2014

CBS is the world's second largest major broadcasting network. Started in 1928, CBS is a pioneer in the world of radio and television broadcasting, and has seen the world of entertainment change over the course of the digital age.

CBS invested in customer loyalty over the years, but as the company moved more and more of its content online for viewers to consume, they realized they needed a new way to reach their fans and encourage lasting customer loyalty. CBS turned to BigDoor to help grow customer loyalty through incentivized engagement through their online experience.

CBS Finds BigDoor

CBS partnered with BigDoor to leverage their Loyalty Program product to offer a white labeled, on-brand experience to their viewers. The BigDoor loyalty specialists worked closely with the CBS team to outline their audience personas and loyalty goals to create a one-of-a-kind online experience.

CBS's main goals through their loyalty initiative was to reward users for watching videos and to increase the number of new users who registered for their loyalty program. After working to create a refined, white-labeled experience, CBS's program was ready to launch. BigDoor's Loyalty Program successfully launched on CBS's site, both desktop and mobile, in January 2014.

Increased Views and Continued Success

Over the last year, BigDoor has helped boost user retention for CBS program members by 187%, and has increased their online video views by 841%. Through detailed custom reports, the CBS team can monitor and track their progress, and continues to work with their BigDoor account management and loyalty specialist team to iterate on their program for continued growth.

CBS continues to leverage BigDoor's Loyalty Program and expertise to help drive their efforts, and consistently sees increased engagement and loyalty.

With BigDoor, CBS:

Boosted Retention by 187%
Increase Video Views by 841%



With both on-page (top) and overlay (bottom) widgets, CBS's Loyalty Program is seamlessly integrated with their existing site experience.

Want to hear more? We'd love to chat.

Drop us a line at team@bigdoor.com