

APP NAME

Susan Miller's Astrology Zone®

APP TYPE

Fully integrated and branded mobile and web applications

LOCATION

Global



SUMMARY

Internationally renowned accredited astrologer and columnist Susan Miller has built a loyal, avid following over the years thanks to her comprehensive monthly horoscopes and personal advice for handling celestial events. Ever observant of trends and requests from readers, Miller knew she needed a modern, mobile-friendly solution so readers could engage with useful astrological forecasts whenever and wherever they wanted. Her partnership with Phunware resulted in a mobile solution for delivering her beloved content to loyal readers and branding consistency across her mobile application and website.

“I was drawn to Phunware. Their customer list was impressive and they clearly had the expertise—along with a sparkling vitality and desire—to make the best app in the market for me. It was an easy decision to become partners.”

Susan Miller, Founder of Astrology Zone®

CHALLENGE

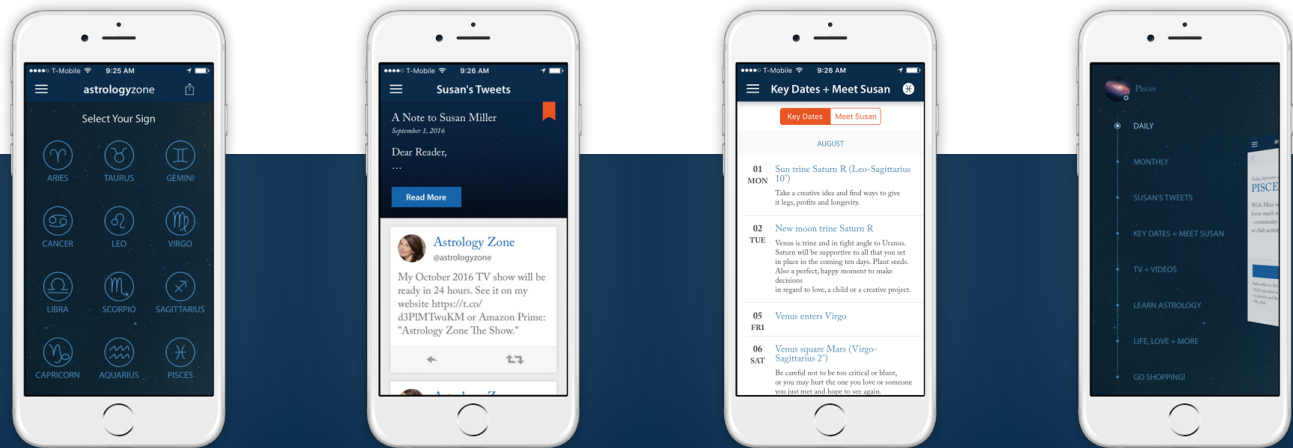
Astrology Zone® started like many brands: It had a presence on web, social and traditional media, but not mobile. As an early tech adopter, Miller knew she wanted to be one of the first in her industry to give users an elegant and easy-to-navigate mobile experience to more meaningfully engage with her content on their own terms. A mobile solution would also help Miller position astrology in an updated, modern light to differentiate it from the “fortune-telling arts” stigma of yesteryear.

Miller placed a premium on preserving her unique brand positioning and creating continuity between her mobile application and the website. A savvy entrepreneur, Miller sought to strengthen the Astrology Zone® brand with a partner that understood branding initiatives and could translate them into smart technical solutions with an emphasis on the mobile experience. That's why she turned to Phunware and its Multiscreen as a Service (MaaS) platform to power an effective and scalable mobile application.

SOLUTION

Together, Miller and Phunware created a unified brand experience between Susan Miller's Astrology Zone® app and website, giving users a new way to enjoy streamlined access and a self-serve approach to her considerable content. Susan Miller's Astrology Zone® app leverages Phunware's extensive insights, technical capabilities and considerable history in the mobile space to bring the world of astrology to a new generation in an engaging, interactive fashion across multiple digital properties.

The mobile app offers daily and monthly horoscopes, notifications, subscription and merchandise purchase options and integration with Miller's Twitter feed. Today, the Astrology Zone® app is one of the 100 top-grossing lifestyle applications in the Apple App Store and consistently ranks high in the Google Play Store.



APP FEATURES

- Daily and monthly horoscopes
- Pop-up notifications
- Access to Susan Miller's Twitter feed
- Key dates to watch
- Learn astrology
- Compatibility guide and letters from Susan
- Shop Astrology Zone® for books, calendars and more

STATS AND FACTS

- The Astrology Zone® app had over **22M iOS app sessions** from December 2015 to December 2016
- With a loyal fan base, the app was **installed more than 145,000 times** from December 2015 to December 2016
- **Top 100 top-grossing lifestyle application** in the Apple App Store and consistently ranks high in the Google Play Store
- 132,700 App Store views with **download conversion rate of 69%**

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