



## Inshorts: News in 60 words - A Case Study

### The App

Inshorts is a news app that selects latest and best news from multiple national and international sources and summarizes them to present in a short and crisp 60 words or less format, personalized for the reader, in both English or Hindi. All summarised stories contain only headlines and facts, no opinions, to help one stay informed of the current affairs. Whether it's the latest government policies or bollywood news, Inshorts gets them covered and delivered super fast.

### The Problem

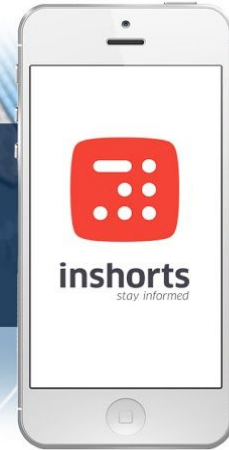
Since the beginning, Inshorts has its focus on the app as a way to build a loyal and repeat user base. The user base is spread across India and the mobile infrastructure is still a challenge whether it's the metros or remote cities. Also, the users of the app are always on the go. All these factors lead to slow app loading times and frequent disconnects—both affect the user experience and may lead to low retention and conversion rates. Having optimized its static asset delivery through the largest CDN vendor (i.e. Akamai), Inshorts was looking for a solution to improve the performance and reliability of its mobile app.

### The Solution - PacketZoom Mobile Expresslane

PacketZoom's SDK offers a drag and drop integration, and it is lightweight with a minimal memory footprint. No changes to infrastructure configuration and no additional hardware or software are required. The existing CDN infrastructure was kept and Inshorts was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.

### The Results: 7% Increase in Image views, 70% reduction in customer complaints

Results were immediate: Inshorts ran 1.44x faster for the 95th percentile user and more than 80% of network-driven disconnected sessions were rescued. **Inshorts saw an immediate ROI when the number of complaints regarding app refresh from a particular network was reduced**



**by almost 70%.** The feedback section on the app provides an opportunity to the users to send instant feedback to Inshorts. The Business team noticed that majority of customer complaints were regarding app refresh taking too long or required multiple manual refreshes from one network provider Airtel. This was one of the major priorities the tech team was working on. Since integrating PZ, Inshorts team has seen a 70% reduction in these customer complaints.

“We strive to allow our users to stay up-to-date on news that matter to them in a fast, efficient way” said Sourav De, Head of Technology at Inshorts, “The complaints we were getting from customers about app load time were compromising the experience and limiting user engagement with our mobile app. With PacketZoom’s SDK integrated we’ve seen a significant improvement in disconnects and load time speed, which led to 70% reduction in customer complaints along with an increase in image view . These performance improvements add up to a better overall user engagement and increase customer satisfaction”.

PZ vs HTTP Average Image Data Consumed



7% Increase in image views with PacketZoom

Sessions with Broken Downloads



Almost 80% of Disconnects Rescued with PacketZoom