

PRESS RELEASE

JAMES – Your Digital Butler wins DMA Award for ‘Best Customer Retention Programme’.

Leuven, Belgium

9 December 2019



THE TIMES
THE SUNDAY TIMES



twipe
DIGITAL PUBLISHING

[JAMES – Your Digital Butler](#), the AI for personalising news reading triggers, developed in partnership by Twipe and News UK has won a [DMA Award](#) (Data & Marketing Association) for **Best Customer Retention Programme**. The project also secured a bronze award for **Best Use of AI**.

This year's DMA Awards were held in London, presented by Russell Kane. The awards recognise exceptional use of data and AI to create products that push the industry forward.

Twipe is very proud to have partnered with The Times and The Sunday Times to create a product that observed a 49% reduction in churn.

About Twipe

At Twipe we help newspapers grow and retain subscribers. Publishers like Le Monde and DuMont use our [platform](#) for advanced ePaper and digital edition management as well as our tools for in-depth ePaper insights and churn prevention. We invest in research and personalisation technology

with our product JAMES – Your digital butler, an AI developed in collaboration with The Times. Every day we ensure that you deliver to your readers the newspaper editions they love.

For more information about Twipe, please visit <https://www.twipemobile.com/>

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