

BAHIA.WIPS.DIGITAL

THE SMART PUSH



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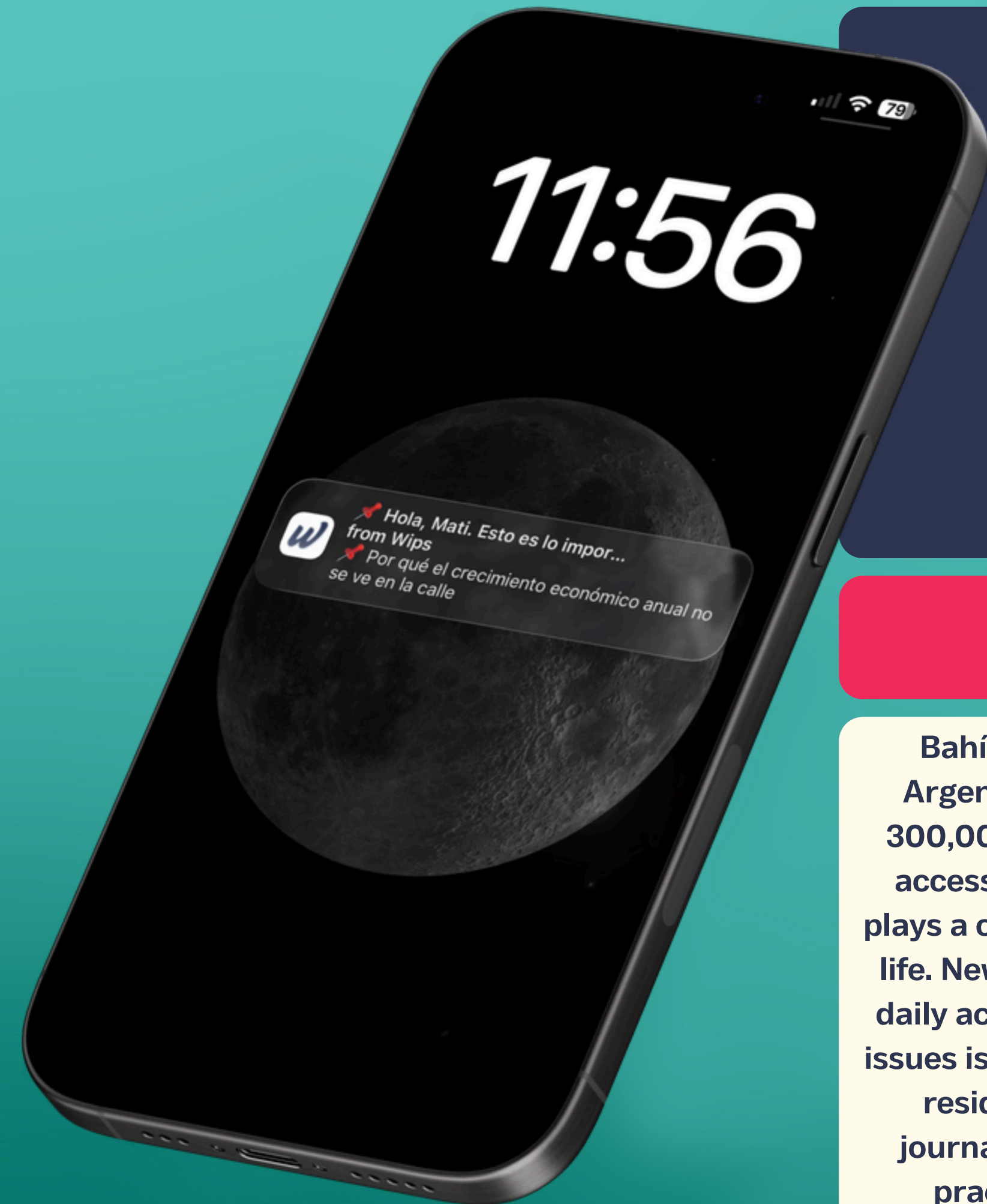
PROJECT OVERVIEW

CONTEXT

Bahía Blanca is a city in Argentina with more than 300,000 inhabitants, where access to local information plays a central role in everyday life. News related to services, daily activity, and community issues is especially relevant for residents, making local journalism a key source of practical information.

NEWS THAT FITS YOUR DAY

The Smart Push is an app-free system that delivers hyperlocal news directly to users. People choose the categories they are interested in and the time of day they want to receive notifications. Each notification leads to a unique web page created specifically for that user, based on their selected interests. The model focuses on relevance, timing, and simplicity, creating a direct connection between local journalism and its audience.





THE CHALLENGE

**Engagement with traditional media
is falling globally.**

Tap to read

**Our social media audience
became global**

**Hyperlocal distribution on
platforms was no longer
effective**

**We needed a direct way to
reach local readers**

THE SHIFT



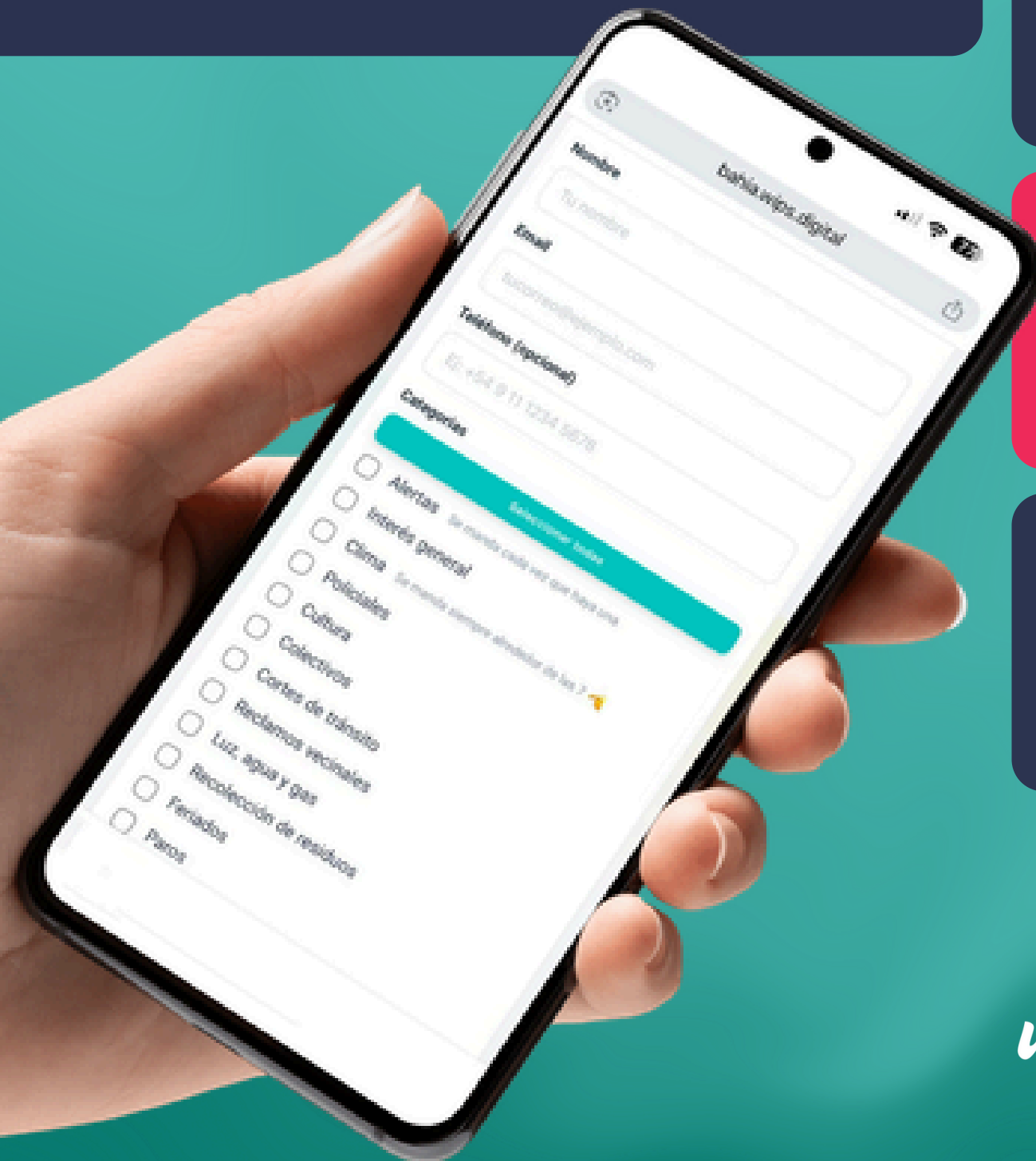
“IF MOHAMMED WON'T COME TO THE MOUNTAIN, THE MOUNTAIN MUST COME TO MOHAMMED”

**If people don't go to the news,
the news must go to them**

**We inverted the
distribution logic**

**Focus on relevance,
timing, and user choice**

THE PRODUCT



WEB-BASED PUSH NOTIFICATIONS



The system works directly from the web, allowing users to receive notifications without downloading or installing anything

NO MOBILE APP REQUIRED



Removing the need for an app lowers friction and makes the experience accessible from any device

USER-SELECTED INTERESTS AND TIMING



Users choose the categories they care about and the moment of the day they want to receive notifications, shaping their own experience

FULLY AUTOMATED DELIVERY



Once configured, the entire process runs automatically, ensuring timely and consistent delivery without manual intervention

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PERSONALIZED EXPERIENCE



NEWS ON YOUR TERMS

Each notification surfaces the most relevant headlines for that user and is delivered either in real time, when a new story is published, or at the time of day the user has chosen. When users tap a notification, they are taken to a web page created specifically for them, built dynamically from the categories they selected. Instead of landing on a generic homepage, each visit reflects the user's interests and preferences.





WHY IT DRIVES ENGAGEMENT

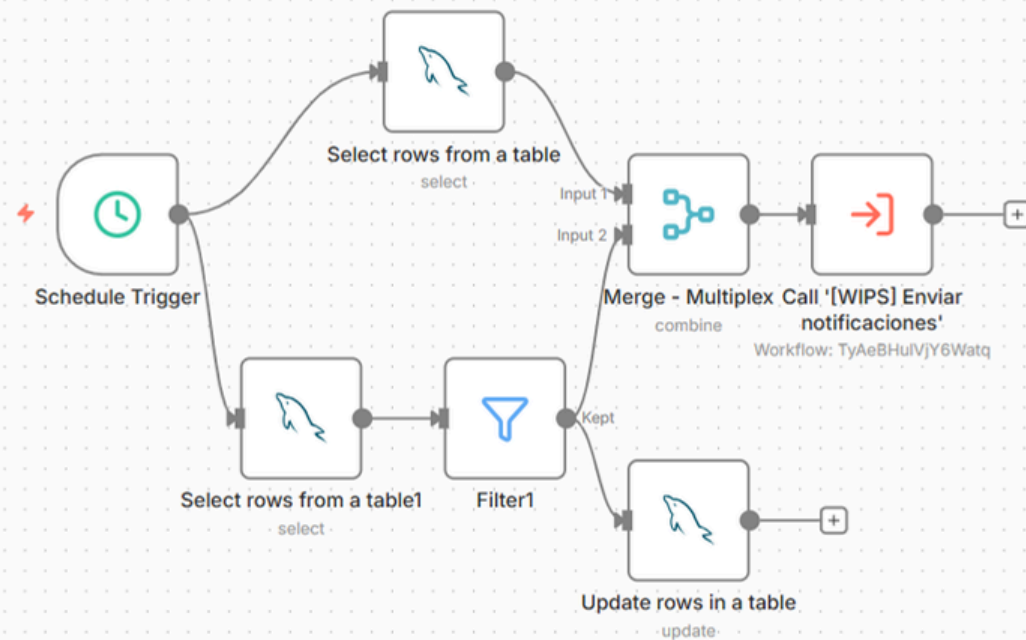
**Notifications are sent based on
user-selected categories, not to the
entire audience**

**Each story is delivered only to
users who chose that topic**

**Targeted notifications instead
of mass sends**

**Engagement based on intent,
not interruption**

TECHNOLOGY & PROCESS



AUTOMATION-FIRST WORKFLOWS

The system is designed around automated processes, ensuring that content collection, personalization, and delivery happen consistently and on time without manual intervention.

N8N AS ORCHESTRATION PLATFORM

n8n is used to connect all parts of the system, coordinating content intake, user data, decision logic, and notification delivery within a single automation framework.

AI-POWERED MESSAGE PERSONALIZATION

Artificial intelligence is used to personalize notification messages, improving clarity and tone while adapting headlines to be more user-friendly and relevant.

PUSH DELIVERY VIA NTFY

Ntfy is integrated as the push delivery layer, allowing notifications to be sent reliably in real time or at scheduled moments, depending on user preferences.

LEAN TEAM, SIMPLIFIED UX

The product was built by a three-person team. The product manager focused on simplifying the user experience to the minimum, reducing friction and making the system easy to understand and use from the first interaction.

WHAT WE MEASURE



id	título	categorías	hora	imagen
7	Olimpo no pudo con Douglas y quedó eliminado del F...	Interés general	Sun, 16 Nov 2025 22:17:29 +0000	https://wips.digital/wp-content/uploads/2022/10/sl...
8	Google te enseña cómo usar su IA	Interés general	Sun, 16 Nov 2025 17:57:08 +0000	https://wips.digital/wp-content/uploads/2025/11/Po...
9	¿A qué ferias podés ir hoy?	Cultura	Sun, 16 Nov 2025 16:24:05 +0000	https://wips.digital/wp-content/uploads/2021/10/pa...
10	Cómo va a estar el tiempo en la semana corta que s...	Ahora,Interés general	Sun, 16 Nov 2025 12:58:11 +0000	https://wips.digital/wp-content/uploads/2024/09/Vi...
181	Mirá los puntos de atención veterinaria de esta se...	Interés general	Mon, 17 Nov 2025 15:05:02 +0000	https://wips.digital/wp-content/uploads/2023/06/va...
1001	Cómo vienen las Noticias y qué es la curva del críge	Interés general	Mon, 17 Nov 2025 16:27:30 +0000	https://wips.digital/wp-content/uploads/2025/11/ma...
1181	Organizan una charla sobre IA y Bienestar digital	Interés general	Mon, 17 Nov 2025 16:45:43 +0000	https://wips.digital/wp-content/uploads/2025/11/vi...
1791	Ro y Lu, la historia de dos personas que se elige...	Ahora,Interés general	Mon, 17 Nov 2025 17:46:21 +0000	https://wips.digital/wp-content/uploads/2025/11/IM...
1901	Condenan a una mujer a 4 años de prisión por venta...	Interés general	Mon, 17 Nov 2025 17:57:30 +0000	https://wips.digital/wp-content/uploads/2025/07/dr...
2051	Detectan deficiencias materiales, edíficas y alm...	Ahora,Interés general	Mon, 17 Nov 2025 19:02:11 +0000	https://wips.digital/wp-content/uploads/2025/11/20...
3471	Cómo van a funcionar los comercios durante el fin ...	Ahora,Interés general	Mon, 17 Nov 2025 20:34:24 +0000	https://wips.digital/wp-content/uploads/2025/02/6...
11031	Hoy va a estar nublado pero mucho más lindo que ay...	Alertas	Tue, 18 Nov 2025 10:35:15 +0000	https://wips.digital/wp-content/uploads/2025/11/01...
11631	Paseo Urbano, una obra que se iba a inaugurar en 20...	Ahora,Interés general	Tue, 18 Nov 2025 10:10:28 +0000	https://wips.digital/wp-content/uploads/2022/03/Wh...
12141	Cuánto necesitó en octubre un estudiante de afuera...	Ahora,Interés general	Tue, 18 Nov 2025 09:01:03 +0000	https://wips.digital/wp-content/uploads/2021/11/co...
12451	Qué había antes en el predio donde se construyó el...	Ahora,Interés general	Tue, 18 Nov 2025 08:33:09 +0000	https://wips.digital/wp-content/uploads/2023/11/sh...
12681	Cortes de calle programados para hoy	Cortes de tránsito	Tue, 18 Nov 2025 12:22:49 +0000	https://wips.digital/wp-content/uploads/2025/10/co...
13141	Registran altos niveles de partículas en el aire y ...	Ahora,Interés general	Tue, 18 Nov 2025 15:01:20 +0000	https://wips.digital/wp-content/uploads/2022/03/ba...
13161	Por qué esta mañana navegar por Internet fue un de...	Ahora,Interés general	Tue, 18 Nov 2025 15:09:06 +0000	https://wips.digital/wp-content/uploads/2025/11/Vh...

NUMBER OF SUBSCRIBED USERS

GROWTH RATE OVER TIME

NOTIFICATIONS AND NEWS
ITEMS SENT PER DAY

MOST SELECTED CATEGORIES

TIMING PREFERENCES

WEBSITE VISITS DRIVEN BY PUSH
NOTIFICATIONS

TIME SPENT ON PAGE

AUDIENCE PREFERENCES

INSIGHTS



Nearly 80% of users chose to receive notifications in real time, showing a clear preference for immediacy over delayed summaries. Category selection also reveals consistent patterns in local interests. Alerts lead at 84%, followed by weather at 75%, culture at 74%, and general interest content as one of the most selected categories.

Together, these choices show that users value timely information across a mix of practical updates and broader local topics, confirming that both relevance and speed are central to how they want to stay informed.

RESULTS & ENGAGEMENT EVOLUTION



Subscriber base grew by 300% in the first month

Push notifications now drive over 80% of website traffic

Average time on page increased from 78 seconds to 95 seconds

CHANGE IN BEHAVIOR

Before, when traffic came mainly from social media, users typically landed on a single, specific article. Now, through push notifications, users enter a personalized space that brings together multiple news items based on their interests, encouraging broader exploration and deeper engagement.

STRATEGIC VALUE



**Reduced dependence on
social media platforms**

Stronger hyperlocal focus

**Direct and honest
relationship with users**

**Scalable, replicable digital
product built by a small
regional team**