

Case Study:

Streaming Television Service Drives Subscriber Growth with Modeled Consumer Prospect Data

Problem

A streaming television service provider (the "Provider") had been looking to acquire new subscribers at scale to support its business's overall growth. While digital channels worked well, they lacked the sustainable scale needed to drive their growth goals. The Provider was interested in exploring direct mail but needed to better understand the channel before investing.

The Provider needed a solution that would provide them incremental audience scale, a more profitable subscriber, and be within a reasonable CPA.

Solution

To ensure the most successful marketing outcomes for the Provider, Speedeon developed a cloning model leveraging the Provider's historical customer data and third party data. The resulting model was then used to score a third party consumer database to identify individuals who were most like the Provider's best customers. This tactic improved the targeting of the campaign by only focusing on those consumers likely to purchase.

After the audience was selected, Speedeon's Strategy & Agency services team developed a turnkey testing scenario focused on creative and audience test cells.

Result

By leveraging predictive analytics and an iterative testing scenario, the Provider was able to achieve their growth goals as well as CPA targets. Specifically, they were able to:

- ✔ Engage a net new audience that converted at a rate of nearly 30%
- ✔ Beat Digital Cost Per Acquisition targets by more than 15.0%
- ✔ Create a business case that has allowed for the ongoing fulfillment of a direct mail acquisition program, supporting substantial subscriber growth for the brand

Following the program's initial results, the Provider has worked with Speedeon to build additional models to optimize direct mail response and lifetime value and test multiple creative iterations with each drop to maximize the overall impact of the program and further enhance results.