

RadiumOne Drives 1 Million High-Value Subscribers for *iflix*

Background

Southeast Asia's #1 Internet TV Service

Launched in May 2015, iflix has quickly established itself as the leading Internet TV service in Southeast Asia. The company offers unlimited access to tens of thousands of hours of top TV shows and movies from all over the world, available on any device for a low monthly fee.

Objective

Acquire High-Value Subscribers Cost Effectively

iflix had an opportunity to dominate the subscription video on-demand market in Southeast Asia, but it had to act quickly. Its goal was to acquire at least 1 million new users by December – a mere 6 months after its launch. But the company didn't want just any users; it wanted high-value, loyal customers at a cost-effective rate.

Solution

Define, Identify & Target “Entertainment Lovers”

RadiumOne created an innovative campaign for iflix that centered around three data-driven strategies:

- 1 Identify High-Value Customers**
RadiumOne undertook a deep analysis to get to know iflix's most valuable users and understand what makes them tick. One trait identified with iflix's best customers was that they virally shared a lot of movie trailers, celebrity news and other showbiz content via news outlets, mobile apps and social networks.
- 2 Find Similar Customers Through Data-Driven Advertising**
RadiumOne then applied its customer modeling technology to identify prospects matching the profile of iflix's highest value users. RadiumOne's data-driven approach enabled iflix to target these consumers in real-time on 3rd party apps and web sites the moment they signaled their intent.
- 3 Convert More Users Into Paid Subscribers**
RadiumOne also delivered personalized and relevant campaigns to iflix's free trial users as they journeyed across other apps and media properties. This strategy converted more free trials into paid subscriptions.

Results

1 Million Subscribers in Less Than Six Months



**1 Million Subscribers
In Less Than 6 Months**



**0% to 25% Lift In
Brand Awareness**



**Reduced Acquisition
Cost, From \$25 to \$3**

iflix reached its goal of acquiring 1 million subscribers in under six months, quickly growing its brand awareness from zero to 25%. By targeting users who showed the signs associated with iflix's subscribers, the company also made effective use of its media spend, reducing its cost of acquisition from \$25 down to \$3.