

# Consumer-Powered Marketing Drives High-Value Users to *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

### 1 Identify valuable consumer signals and insights from 'Entertainment Lovers'

By using Mobile and Sharing Analytics tools, RadiumOne was able to identify the valuable signals of real-time consumer interest in entertainment content over mobile, web and social channels. 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 sites, mobile apps and social networks.

### 2 Predict likelihood to convert and probability of churn

RadiumOne applied data science to the identified signals and made predictions about future consumer behaviors, such as likelihood to convert and probability of churn. RadiumOne was able to assign a lifetime value score to individual users, thereby enabling iflix to bid an appropriate amount in their acquisition campaigns.

### 3 Activate accountable advertising to the consumers that matter

RadiumOne 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.

## Key Insights

Connecting with consumers based on their viewing behavior during the free trial period increased the chances of conversions to paying subscribers by 75%.

Re-engaging with expired subscribers resulted in 50x more conversions into paying subscribers.

## Results



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



**Increased Brand Awareness by 25%**



**88% reduction in acquisition cost from \$25 to \$3**