

Video On Demand: 13% Lift in Subscriptions & 29% Movie Purchases

Campaign Goal: New subscriptions +1 or more movie purchases

Challenge:

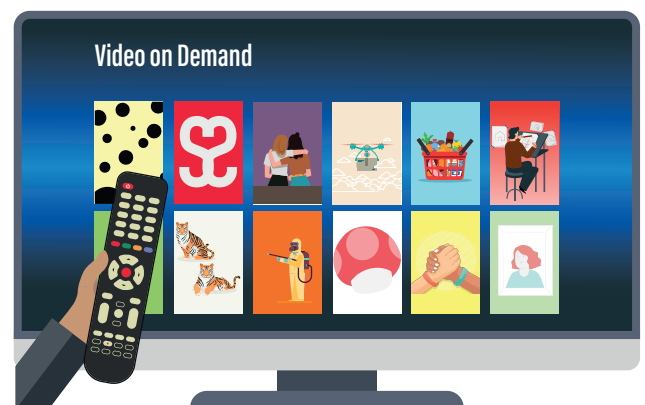
The pandemic radically changed the video consumption habits of millions of viewers. Rather than watching regular TV channels and shows, viewers are binge watching movies.

To benefit from this change in behavior, a media company needed to promote its video-on-demand service.

Audience: VOD (TVOD) watchers

Targeting Strategy:

Digiseg research revealed that VOD is preferred by younger, more tech-savvy audiences who live in urban areas. Because there is a cost to watch each movie, affluent households were key targets.



Tactics: Composition: Lifecycle A,B,C + Tech level B,C + Income B,C,D,E + Neighborhood B,C,D

Results:

Impressions	CTR	Lift In Subscriptions	Lift in single movie rentals
667k	0.47%	13%	29%