



Top Streaming TV Media Company Grows Subscribers through High Performance Mail Strategy

By Going Offline, the Digitally Native Brand Achieved a 21% Higher Conversion Rate

GOAL

An over-the-top (OTT) media provider wanted to amp up their subscriber acquisition efforts. As their digital campaigns were already finely tuned, achieving growth required new tactics and channels. Enter direct mail. Since the streaming service being advertised was value-focused, CPA targets were aggressive with little room for waste.

To support the provider's bold growth goals, Speedeon developed a data strategy that would ensure a direct mail strategy could still be as effective as digital, despite the higher cost upfront.



\$20 lower CPA than the client's target for letter pack



\$4 lower CPA compared with client target for postcards



21.5% higher conversion rate lift over control for letter pack

SOLUTION

By analyzing current subscriber data, Speedeon identified likely prospects in the market for a value-based OTT streaming service and then developed a predictive model for targeting. Speedeon's channel expertise enabled them to also identify cost-efficient mailing tactics that would effectively convey the marketing message while hitting tight CPA targets.

The team recommended testing two formats, a letter pack and postcard, after analyzing the audience, available mailing options, and messaging to be included.

IMPACT

The CPA targets were not only met but exceeded! In a match back analysis, the mailed audience was compared with a hold-out control group. The letter pack and the postcard both delivered significant lifts compared with other marketing tactics, but the letter pack delivered the greatest lift in performance overall.

In response to this successful test, the team secured a budget for mailing more prospects, reaching 13.5MM households so far. For this digitally native organization, direct mail was now recognized as a viable method of acquiring new subscribers.

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