



Global streaming service unlocks new audiences and watches subscriptions skyrocket



allied global marketing

Company Overview

This global entertainment cloud subscription service provides on-demand streaming and downloading.

“Quantcast’s ability to create custom audience models using live data from Quantcast Measure helped us scale outside the walled gardens and discover new audience segments to further growth. Their rich audience insights and powerful targeting informed our media approach outside of open web display and video.”



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CHALLENGE

Allied Global Marketing’s client, a global, publicly-traded entertainment company with a \$2 billion market cap, sought to accelerate subscriber growth outside the walled gardens. Their marketing objective was to maximize global free trial volume at an efficient cost per acquisition and understand the unique attributes of their audience.

SOLUTION

Allied Global Marketing partnered with Quantcast to unlock new audience growth opportunities. Quantcast’s real-time audience data was used to curate custom reach models for four audiences: Cord Cutters, Early Retirees, Competitive Conquering (against other competitive streaming platforms), and TV Genre Fans. Quantcast insights uncovered the psychographics and media consumption patterns of their desired audience, which ultimately influenced the media planning approach for other paid channels.

RESULTS

The streaming entertainment company achieved 75K+ total free trial subscriptions. New prospects reached by Quantcast media converted, on average, at a rate 3.9x more than the platform site average.

HIGHLIGHTS



75K+

total free trial
subscriptions



3.9x

more new prospects
converted