

Music App focuses on reaching more consumers with Data Driven Intelligence



CHALLENGE

Saavn is one of the premium Music App which the audience uses for the streaming of their favorite music. Saavn wanted to increase its Subscription Audience in India to allow them ad free services.



SOLUTION

Tailor Made, Data Driven, model was created consisting of several targeting parameters including User Appography info, location, timeline, and also promotional message designed through different creatives. Using our Data Model we helped Saavn to identify core user segment to drive more downloads for the app and ensure success in terms of subscription.



RESULTS

Within 75 Days, With Tailor Made Data Model by MoMagic, we built a core customer model which drove 200K clicks that converted into 78K installs with 70% subscription to paid services.

200K

Clicks

78K

Installs

70%

Subscription Rate



Targeting Techniques used to Grow Success with Conversions

The Targeting techniques coupled with the Tailor Made Data Model conceptualised along with the campaign ensured conversion to increase the downloads of Saavn App and also increase their Paid Subscription.

User Attribution in terms of App Detection of what all apps he has, how many times does he uses the app, what kinds of ads he clicks & through online transaction records was created to ensure effective targeting.

Targeted users in Tier 1, 2 and 3 cities with high impact properties which ensured better visibility and engagement. Also Dayparting strategy played an important part in the use of our most engaging ad unit named Thrust ad.

Campaign targeting to the users segment of Entertainment Buffs, Millennials, and Students to get better conversion.



MoMagic Leads to Bookings, Conversions and a Lot More Traffic

Partnering with MoMagic, in 75 Days, Saavn obtained 200K clicks that converted into 78K Installs. With 70% of these buying the paid subscription, Saavn acquired long term high worth users.

After successful targeting of prospects, & analyzing the different user data to create a Tailor Made model, Saavn has been able to grow significantly using MoMagic as their Preferred Digital Partner.

