

Case Study: PushSpring Supports Video Streaming Service in Exceeding KPI's

PushSpring data drives new subscribers, and outperforms key campaign KPI's across Facebook and Instagram on video streaming provider campaigns.

Client:

Progressive Video Streaming Service Provider

Campaign:

Drive downloads of premium streaming service, with strict subscriber acquisition goals

Tactics:

Competitive Conquesting, PushSpring Lookalike Modeling

Inventory:

Mobile and video placement across Facebook and Instagram, informed by PushSpring data

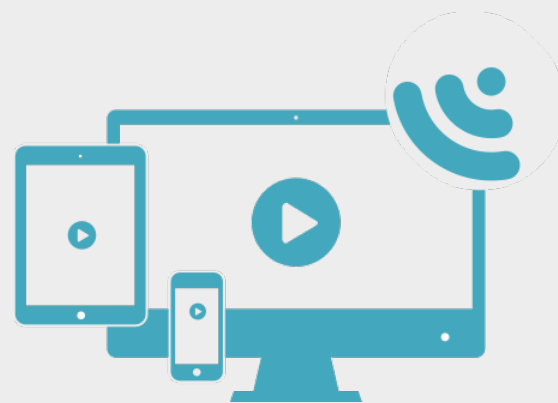
Results:

Performance has been outstanding with over 160 new subscribers in the first two weeks, and a Cost Per Subscriber of \$62 against a \$100 CPS goal

Next Steps:

The client is aggressively increasing their bids on all PushSpring segments based on performance, and launching new segments focused on the Hardcore Gamers Persona

The client is also planning to use PushSpring across upcoming programming launches, including custom segments focused on comic enthusiasts, millennials, and politics



Mobile and video placement across
Facebook and Instagram

