

How Reliz Ad Platform Helped Streaming App Gain More 60k+ New Subscriptions in Latin America

Objective

To increase subscriptions for a major streaming service's mobile app across iOS and Android platforms in Latin America, focusing on new user acquisition.

Campaign duration: 3 months (February 1 - April 30, 2024)

Key Challenges

1 Targeting high-value users amid diverse economic challenges and lower purchasing power across Latin America.

2 Addressing platform performance disparity in an Android-dominated market

3 City-specific targeting in large countries like Brazil and Mexico. This presented a challenge due to regional issues, such as floods in certain Brazilian states, which required adjustments in the targeting strategy.

Strategy and Execution

- ✓ Focused on the acquisition of active users who will make subscriptions to the service.
- ✓ Optimized campaign settings and bid strategies for both iOS and Android platforms.
- ✓ Utilized city-specific targeting for granular control and adaptability.
- ✓ Monitored Key Performance Metrics:
 - **Install to Login ratio:** above 75%
 - **Install to Subscription ratio:** above 15%
 - **Volume expectation:** 15K subscriptions monthly
- ✓ Tracked impressions and monitored install-to-subscription ratios.

Results

1.1X

HIGHER
install-to-login ratio
(82.5% vs. target 75%)

1.23X

HIGHER
install-to-subscription ratio
(18.5% vs. target 15%)

16K

DAILY
installs at peak
with a 15.6% install-to-subscription ratio

1.4X

HIGHER
Subscriptions per month
(21K vs. target 15K)

Conclusion

The campaign successfully navigated platform disparities and regional challenges to exceed key performance indicators and drive substantial app installs and subscriptions across Latin America.