

HOUSE OF KAIZEN

CASE STUDY

CLIENT:
SoundCloud

CHANNEL:
Display

VERTICAL:
Subscription

REGION:
NA, EU, APAC, LatAm



GLOBAL EXPANSION: Increase subscription volume while driving down acquisition costs

Meticulously planned **GLOBAL EXPANSION STRATEGY** and a focus on **PROGRAMMATIC**, plus a dedicated test budget

RESULTS:

+42%

GLOBAL SUBSCRIPTION
GROWTH QOQ*

2%

BELOW CPA TARGET

NA: 71% | EU: 24% | APAC: 3% | LATAM: 3%
% GLOBAL MARKET SUBSCRIPTION VOLUME
OF ALL CREATOR SUBSCRIPTIONS

THE CHALLENGE:

- SoundCloud wanted to acquire **INCREMENTAL PAID SUBSCRIPTIONS** for their Creator Pro and Pro Unlimited subscription packages
- A niche target audience profile was proving limiting for Creator Pro
- They were unsure how to achieve this without significant investment

THE STRATEGY:

Phase 1: Audience profiling & market analysis

- Analyzed user volume by country and velocity of low funnel user activity (e.g. free uploads) to identify increasing market potential.
- Identified synergies with language and culture where possible to make the most of creative assets.
- Evaluate publisher presence in each marketplace.
- Generated a tiered list of market expansion priorities.

Phase 2: Retargeting 6 week test

- Preserve established baseline performance by continuing proven tactics and partners.
- Invest 10% of budget on retargeting test in tier 1 priority markets.
- Launch retargeting in tier 2 markets.

Phase 3: Prospecting test

- Run prospecting test in successful tier 1 markets.
- Strict roll out – only markets performing within the CPA target.
- Expand targeting tactics with proven partners.



*QoQ indicates Q1 2017 & Q4 2016