

App campaigns Success Story

Voot Select

Creative Excellence

Google



Voot Select gains subscriptions and 27% lower CPS with app optimization

The Challenge

Voot Select is one of the leading subscription video-on-demand (SVOD) platforms in India. While periodic show launches account for a big portion of the SVOD platform's subscriptions, it also makes the most of always-on App campaigns to drive subscriptions throughout the year. Voot Select aimed to make these App campaigns more efficient to achieve a greater return on investment (ROI) from performance budgets.

“We were able to improve the ROI from App campaigns by incorporating best practices on all fronts.”

- Rohit Tikmany, SVP & Head of Product & Growth, Voot

The Approach

Voot Select applied measurement best practices that included making the most of creative assets, aligning the click-through conversion window for installs on Google Ads and Appsflyer to seven days, and accounting for subscription conversion lag by increasing the post-install conversion window. The company also increased its engaged-view conversion window to three days and expanded state-level campaign location targeting to reach people nationwide.

52%

Increase in subscriptions

27%

Lower CPS

The Results

Implementing measurement best practices made the company's always-on App campaigns more effective and efficient. Voot Select saw improvement in campaign performance across key business metrics for its always-on App campaigns and the SVOD platform achieved a 52% increase in subscriptions at a 27% reduced cost-per-subscription (CPS).

Primary Marketing Objective

> Drive Apps & Mobile Growth

Featured Product Area

> Apps: Creative Excellence



Subscription video-on-demand platform
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