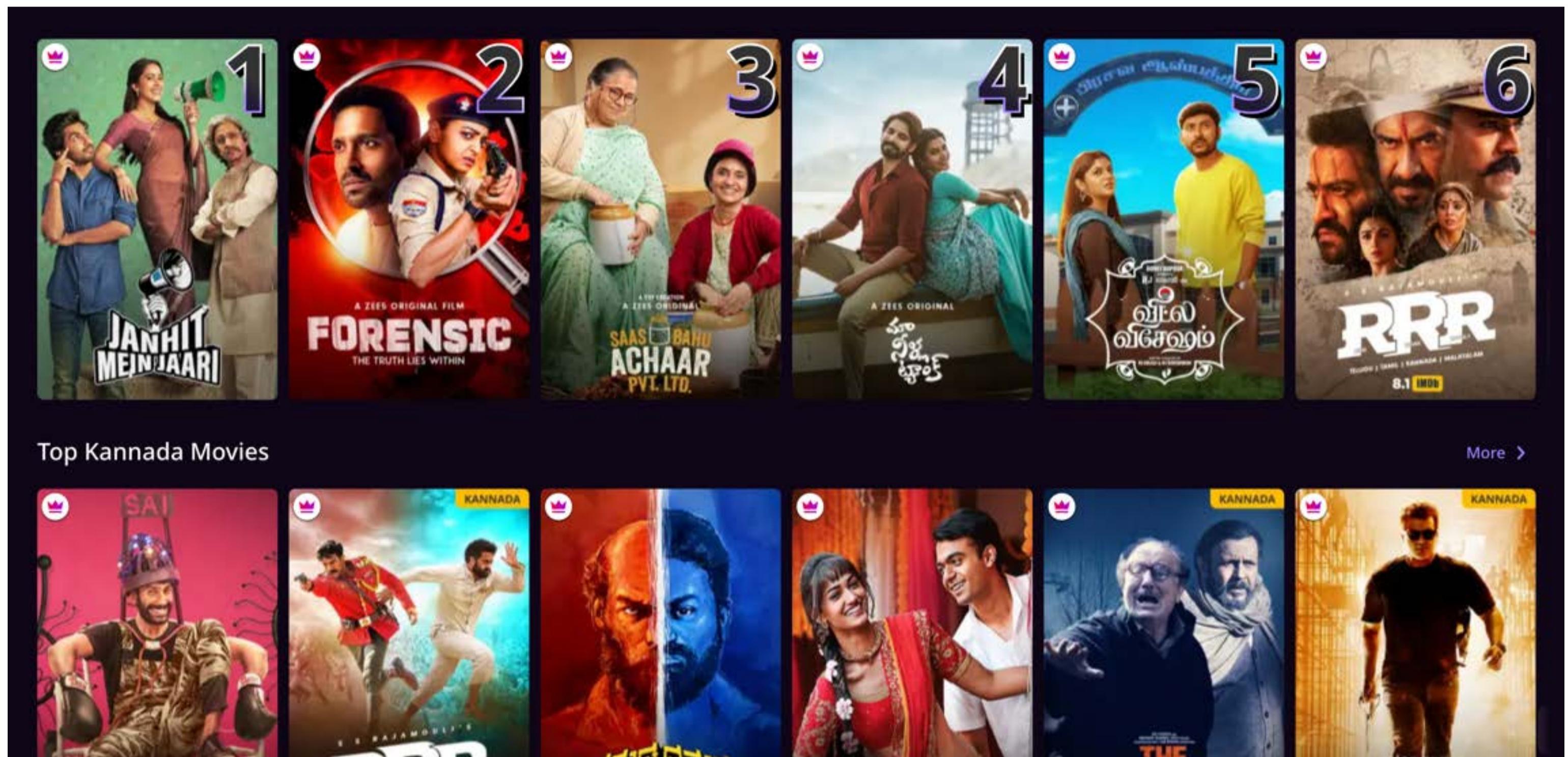


Zee5 Achieves Higher Retention And Conversions With RevX's Programmatic Platform



Challenge

Zee5, India's leading OTT app, needed to increase user activation and engagement, drive more conversions from high-intent users, and optimize its cost per acquisition. They found their answer in RevX. RevX's proprietary audience intelligence engine and creative optimization tool helped Zee5 achieve maximum performance by running and optimizing the retargeting campaigns to the needs and preferences of the modern user.

The campaigns aimed to earn users' attention and loyalty by offering them personalized and extra-relevant content that they would want to consume for longer and more often. By promoting premium entertainment options that the users crave, Zee5 increased its "stickiness".

Objectives

- Effectively re-engage and activate their user base and boost engagement.
- Drive more conversions from high-intent users.
- Optimize its Cost Per Unique View (CPUV).

Results summary

↑ 19.16X
increase in monthly conversions.

↑ 14.8X
increase in Client's Unique Ad Views.

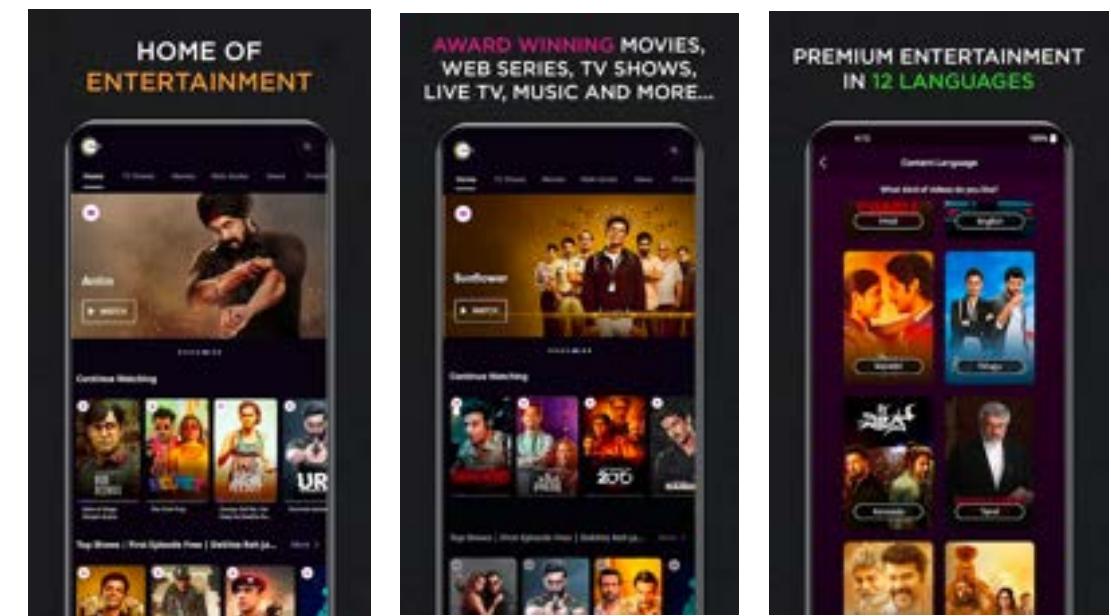
↓ 3.88X
drop in Cost Per Unique View (CPUV).

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Solution

Zee5 achieved maximum performance by leveraging RevX platform's proprietary audience intelligence engine and creative optimization tools to run and optimize the retargeting campaigns. This approach resulted in better user retention and an increase in monthly conversions.



Campaign setup and optimizations

The campaigns targeted different audience segments: users that had installed and opened the app in the past three days as well as users who were actively consuming content in the past seven days.

Audience intelligence and supply optimization:

To attract quality and high-value users to spend more time in the app, RevX ran a multifold approach using App Intelligence and Audience Intelligence. App intelligence allowed Zee5 ads to run on quality inventory, while Audience Intelligence facilitated building a quality targeted audience.

The campaign was fully reliable on mobile programmatic advertising and used access to top-quality inventory. RevX is a fully integrated programmatic ad platform with all leading global and local suppliers and enabled Zee5 to access premium and completely non-incentivized in-app inventory of popular Indian apps, reaching over 300M users in over 550K verified apps across India.

RevX's programmatic platform was optimized to run specific Data Science models for these campaigns that focused on using ad formats such as Native, Display, Interstitial, and Video formats to target users with high conversion probability. The bidding model prevented bidding on users when the conversion probability was low, maximizing the budget usage only on very high intent users.

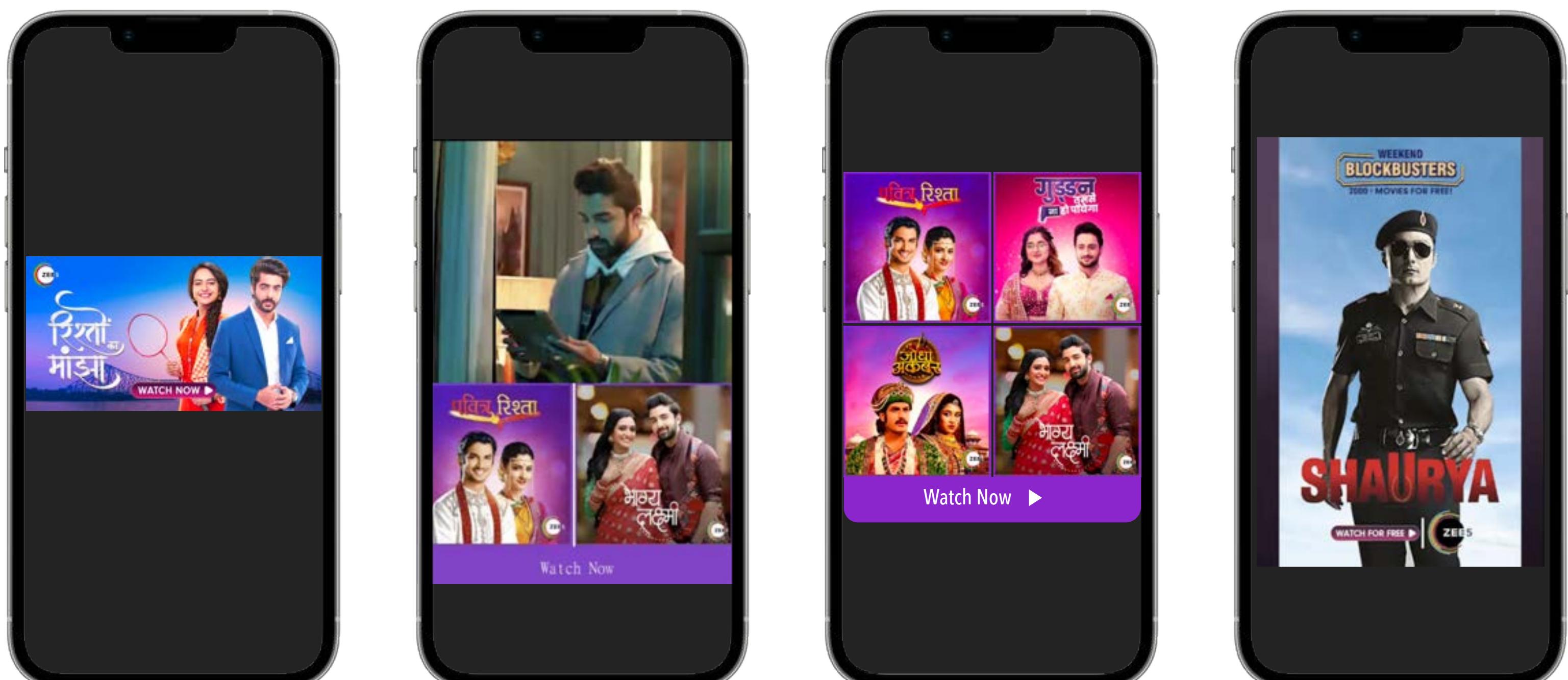
A personalized targeting approach allowed us to customize the ad creatives used in each ad set. The ads became more attractive to users by catering to their individual preferences and making it easier to discover content more to their liking.

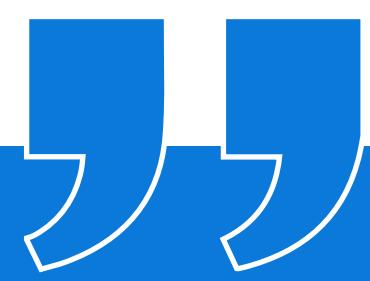
Creative innovation:

The campaigns were run with creative innovation in mind, both in the formats used and in the tech and visuals applied. RevX creative engine delivered personalized ads tailored for each user across formats such as video, banner, native, and interstitial to engage users most efficiently.

Throughout the campaign, we were able to identify the best performing ad formats and automatically optimized the campaign budget resulting in better performance and brand resonance with the users. Video stands out as a top-performing format.

We performed quicker A/B testing by effortlessly iterating new concepts and creative formats to improve performance and generate insights that informed future ad creation.





“RevX has been a valued partner in helping us retain users. The team understood our goals and helped us achieve higher performance.

We're pleased with their transparency and support. And most importantly, we're glad to see our retargeting efforts positively delight our users and impact our business.”

Ayesha Singh,

Associate Director - Performance Marketing

Results

As a result of this partnership, Zee5 had a 14.8x increase in Unique Ad Views and a 3.88x drop in Cost Per Unique View — all while achieving a stunning boost in engagement and reducing user churn.

Results summary (Nov 2021 to May 2022):

- 19.16X increase in monthly conversions.
- 14.8X increase in Client's Unique Ad Views.
- 3.88X drop in Cost Per Unique View (CPUV).

Are you curious about how RevX saves app marketers time and keeps hundreds of apps on a growth path? Reach out today!

About Zee5

Zee5 is India's leading subscription video-on-demand and over-the-top streaming service. The platform offers over 4500 movies, 200 web series, before-TV & ad-free content, regional content, live news, and more. The app has 11 navigational and 12 featured languages across originals, live TV, TV shows, international shows & premium movies that are available in the user's preferred language of comfort.

About RevX

Made for growth, built for app marketers.

Made for growth, built for app marketers.

RevX helps app businesses acquire and re-engage users via programmatic advertising to retain and accelerate revenue. We're all about taking your app business to a new growth level! We help you build sound mobile strategies, combining programmatic UA, app re-engagement, and performance branding to drive real and verifiable results so you can scale your business: with real users, high retention, and incremental revenue. We rely on data science, innovative technology, AI, and a skilled team, to create and deliver seamless ad experiences to delight your app users.

That's why RevX is the ideal partner for app marketers that demand trustworthy insights, a hands-on team, and a commitment to growth.

