Subscription-based app company drives prospects through the purchase funnel to purchase annual service subscriptions, out-performing CPA goal by 2x

Advertiser:
Subscription-based app company
Buying Method:
In-App Event Retargeting

Brief

- Drive subscription purchases of kids-focused reading app service
- Achieve annual subscription sign-up CPA of $12

Approach

- Utilized in-app event tracking through The Trade Desk to segment users and track conversions
- Implemented a three-stage strategy to drive users down the funnel

Results

- Achieved a $6 CPA for annual subscriptions, out-performing goal by 2x
- Uncovered insights on ideal recency targeting schedule to keep prospects engaged with the app

Increase the number of annual subscribers to kids-focused reading app

A subscription-based app company sought to increase subscriptions to their kids-focused reading app.

While the advertiser successfully drove prospects to initial app download, they experienced high drop off rates in downloaders completing the free trial and purchasing an annual subscription.

To achieve their CPA goal of $12 for annual subscription sign-ups, the app company sought to explore campaign strategies beyond just prospecting.

Implemented a three-stage strategy to drive prospects down the funnel

Using The Trade Desk's in-app event tracking, activated through an integration with its app analytics technology, the advertiser segmented app audiences based on different events within the app — initial app download, start of the free trial, and paid annual subscription.

The advertiser then implemented a three-stage prospecting and retargeting campaign, aimed at driving qualified prospects down the funnel using segment-specific messaging.

Out-performed CPA goal by 2x, while uncovering recency targeting insights

At the end of the campaign, the app company achieved a $6 CPA for new subscription sign-ups, out-performing their goal by 2x.

By taking full advantage of in-app tracking and segmentation within The Trade Desk platform, the subscription-based app company gained valuable insights on how to implement a recency targeting strategy to maximize activity and engagement after the initial download.

STAGE 1: PROSPECTING
First, the advertiser targeted highly relevant users using a combination of behavioral and contextual targeting to reach parents, while focusing on in-app ad environments.

STAGE 2: APP DOWNLOADERS
The advertiser retargeted users in the first 24 hours after initial app download, prompting them to start their free seven-day trial.

STAGE 3: FREE 7-DAY TRIAL
The advertiser then sequentially retargeted to users throughout the seven-day trial, starting on the second day, to drive subscription sign-ups.

CONVERSION: ANNUAL SUBSCRIPTION
Many of these users then purchased annual subscriptions, at which point the advertiser stopped showing ads.

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