



# saavn



## Challenge for the Team MoMagic

To increase the low Activations to Content Stream Conversions

## Solutions Offered

1. Intelligent targeting across the acquired users
2. Identified and found Idle users Re-targeting
3. Right audience: Promoted Regional Content to Regional users.
4. Right timing: Used launch of new Film to increase Streaming users
5. Relevant content: Promoted English Content to higher Income bracket users

## Results Achieved

- Increased Streaming percentage of App from 25% to 65% in 4 months leading to increase in Monthly Active users and Screen views
- 50% reduction in uninstalls