



Digital Content Publisher

objective

A leading Digital Content Publisher with global users wanted to understand its users profile and content consumption preferences to be able to offer them highly relevant content driving higher engagement. This was also required to drive better conversion on its digital goods and subscription.

deliverables

- Content recommendation: To study the content consumption pattern of each user and recommend content based on their interest
- Increase User retention and time spent
- Understanding user preferences to cross sell subscription packages on its owned and bought media

TORCAI product highlight:

Audience Data Platform: to understand and map in depth the content browsing pattern of each user across the website and apps and build insights via media buys and campaigns.

Recommendation Engine: To recommend relevant and of interest content with respect to user affinity and past browsing patterns via 'Similar' and 'Recommended' content widgets.

Private Exchange: Re-targeting & Programmatic buys to target users on their own media assets and third party exchanges for Upsell and Cross sell of their digital goods and subscriptions.

result

Average Session Time: With implementation of the content recommendation engine the average session time of a user increased from just about 1 min to over 2.30 min

CTR: The CTR on recommended content widget increased from earlier 4-5% to a near double 7-8%

User Retention: User retention improved from 1-2 months to 3-4 months on select subscriptions

Conversion Rate: Conversion rate of subscription improved from earlier 4-5% to 9-11%

CPA: The CPA came down from \$4-5 to \$2-3 across products

Same Day Churn: The same day churn of acquired users dropped from upwards of 25% to 15%