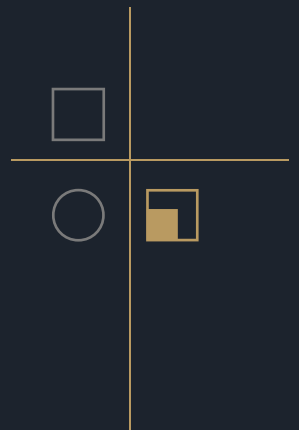


CONVERSION OF FREE TRIAL SUBSCRIBERS TO PAID SUBSCRIBERS



THE CLIENT PROBLEM

Our client, a **leading anime entertainment licensing company**, was seeking to **improve the conversion rate** of their free trial subscribers (trial duration of fourteen days) to paid subscribers.

THE AQ SOLUTION

1

WE IDENTIFIED DEMOGRAPHIC AND BEHAVIOURAL CHARACTERISTICS OF SUBSCRIBERS

We collected the viewership data of free trial subscribers using a web analytics tool. This data was used to identify consumption characteristics of anime consumers.

2

WE DEVELOPED A LOGISTIC REGRESSION MODEL TO PREDICT CONVERSIONS FROM FREE TRIAL SUBSCRIBERS

We then developed a conversion prediction model which predicted the chances of a subscriber cancelling his/her subscription at the end of the 14 day free trial period.

3

WE BUILT A RECOMMENDATION ENGINE

To improve subscriber engagement with the content, we built a recommendation engine which suggested titles to the subscribers based on their viewership history.

A greater engagement guaranteed higher chances of conversion from “free trial” to “paid” subscribers.

4

AUTOMATION OF EMAIL RECOMMENDATIONS

Recommended titles were also shared via personalized e-mails to subscribers who had been predicted to attrite so that they could be retained instead of lost.

THE CLIENT BENEFIT

A conversion rate of 70% from “free trial” to “paid” subscription was achieved.

We enabled the business to identify subscribers who were most likely to attrite after the trial period and target them with personalized e-mails.

Our recommendation engine gave customers a personalized experience and helped the business improve their services.



Thank You

For any queries, get in touch with us.

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