

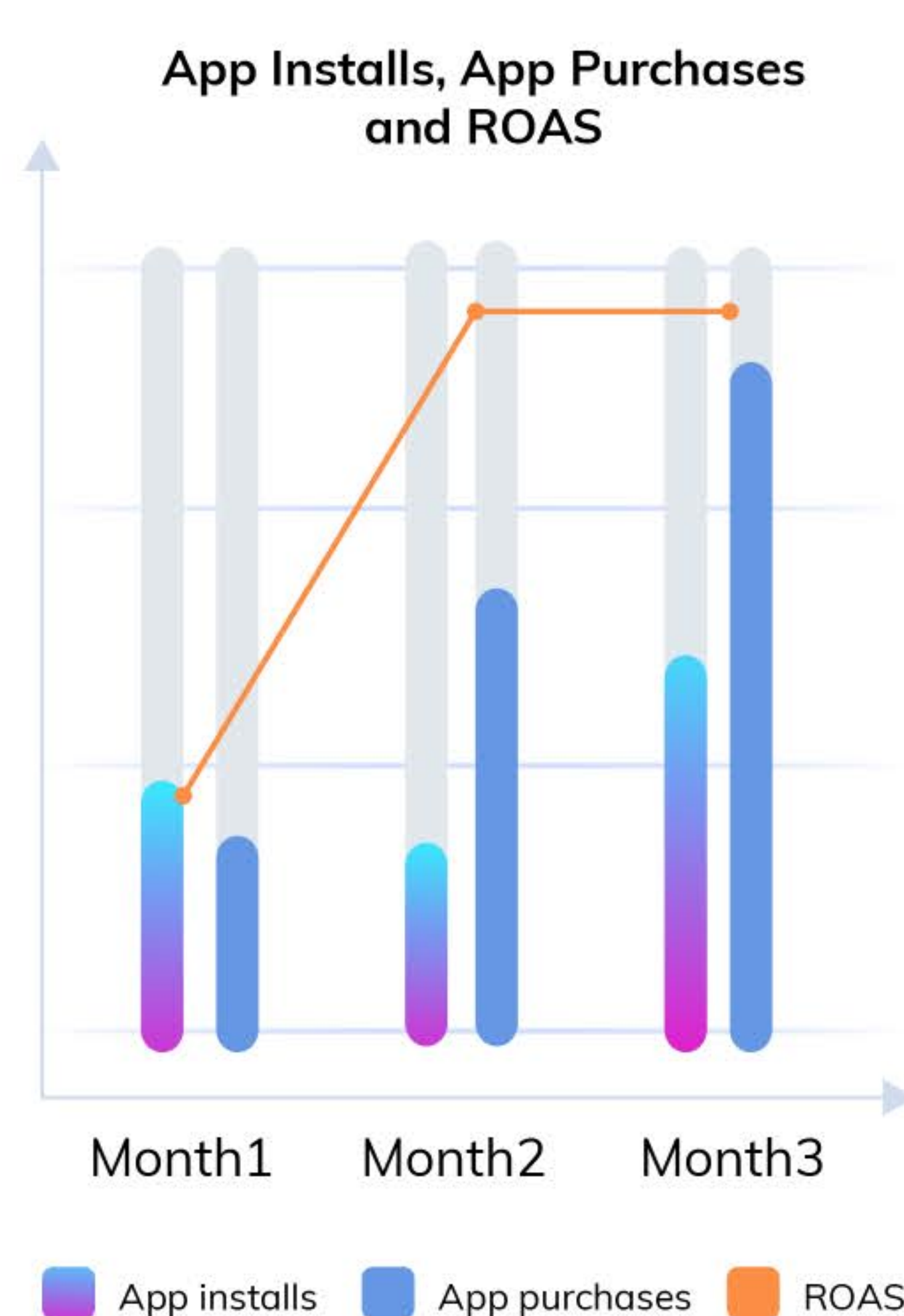
High-profile targeting and optimization of user's journey data to increase acquisition and revenue

The Challenge.

Kumu is a well-know Filipino social TV app that has three million registered users and about 25,000 live streams broadcasts each day. The challenge was to help them to reach new users with strong potential spending profiles and get these new users to spend for the first time on the app.

Our Strategy.

- Targeting optimization with provided 3rd Party Data, including targeting outside the Philippines and reactivation campaigns to reach out to their former app users.**
 Launch of campaigns with extensive A/B testing on both visuals, copy, and languages.
- Strategically replacing the use of static banners with Motion Videos**
 Further improved performance both regarding reduction in cost per action and improvements in ROAS and Revenue performance



Key KPIs.

+440%
ROAS

Kumu's app got **ranked 1st** in the Philippines IOS Store within the same period of time.

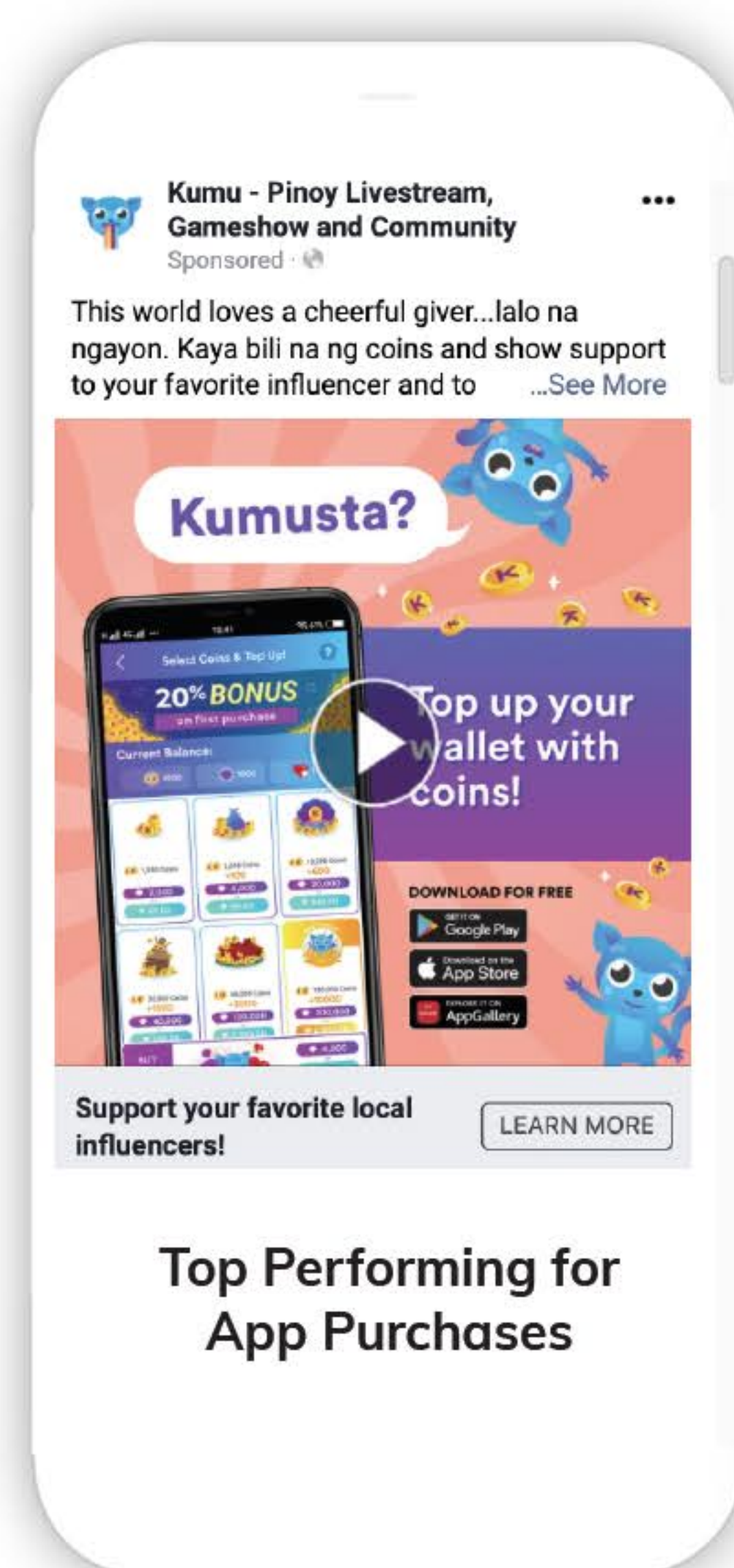
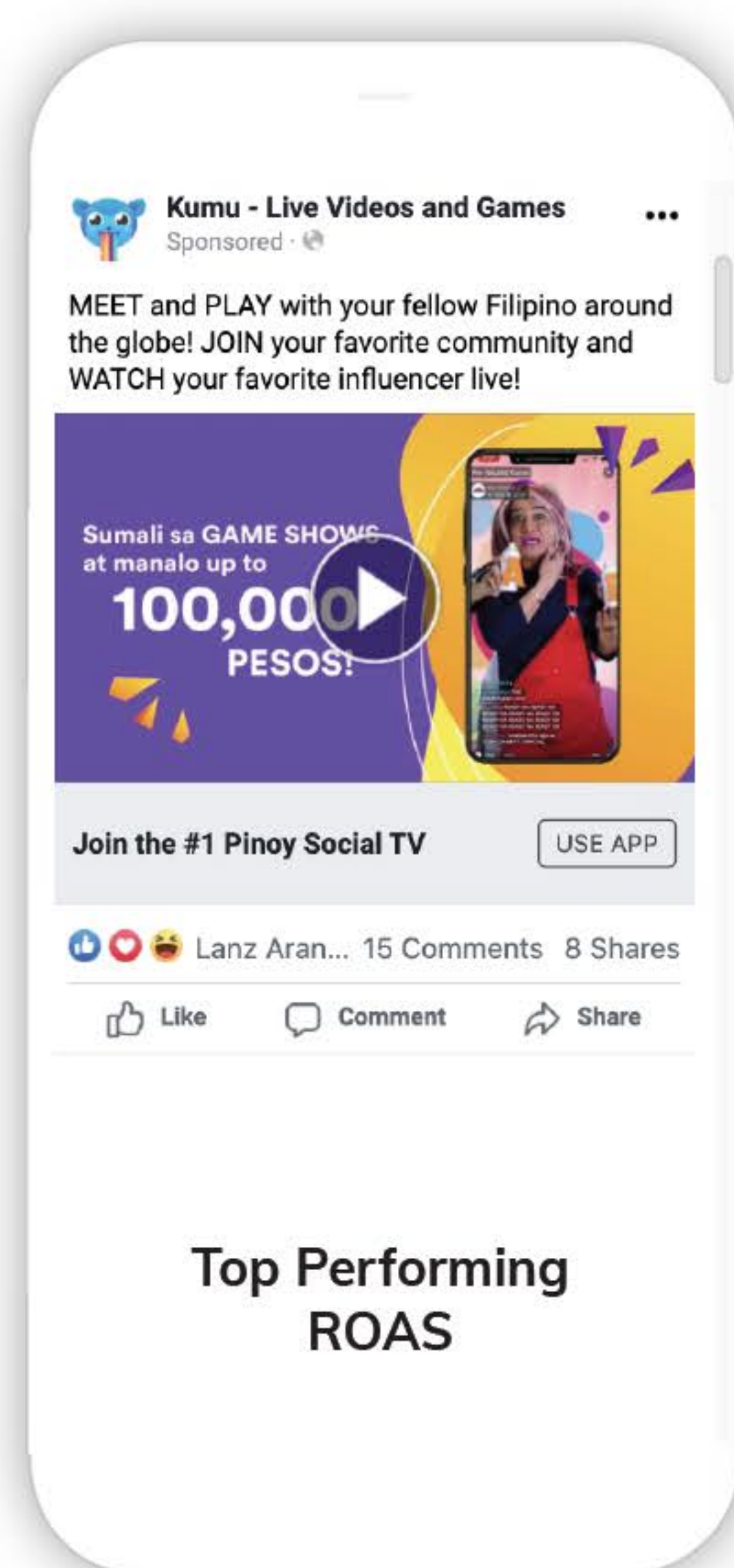
- 58%
Cost per purchase

+53%
in-app purchases

+75%
High Value app installs

Focus on A/B Testing and Motion Video

The two main contributors to the overall performance lift was the high-progile targeting using 3rd Party Data and A/B testing using motion videos over static banners.



Contact Us.



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