

Keeping them keen

How to drive Healthy Acquisition and Retention

2 0 2 2





- A cutting-edge marketing and consumer insights platform, we help leading brands, marketers & agencies uncover the answers to their business questions, drive brand loyalty and product adoption
- We facilitate access to our members via surveys and other behavioral insights and add value by validating responses with receipt and site visitation data
- Our global team of experts has a strong background in both supplier and client-side research; we serve as an extension of your team



- We are a team of audience insight specialists and strategy consultants
- We operate solely in media, technology and entertainment
- We combine two distinct but complementary lenses to solve industry challenges:
 - Business lens: strategy consultancy
 - People lens: people and cultural insight

What we did

- Online survey in UK, USA and South Africa. 1,000 participants per market (3,052 overall)
- Fielded April 2022
- Participants qualified as streamers of SVOD services

Why we're looking at this topic

Currently stacking
2.3
SVOD services
alone

Predicted to rise to
2.9
SVOD services
within next 5 years

What we're
seeing

In an increasingly competitive marketplace for subscription or ad-funded media services, ***maintaining*** subscribers and users is becoming as vital as enlisting new ones

What it
means

5 key pillars of healthy acquisition and retention

What we can
do about it

The 5 Pillars of Healthy Acquisition and Retention



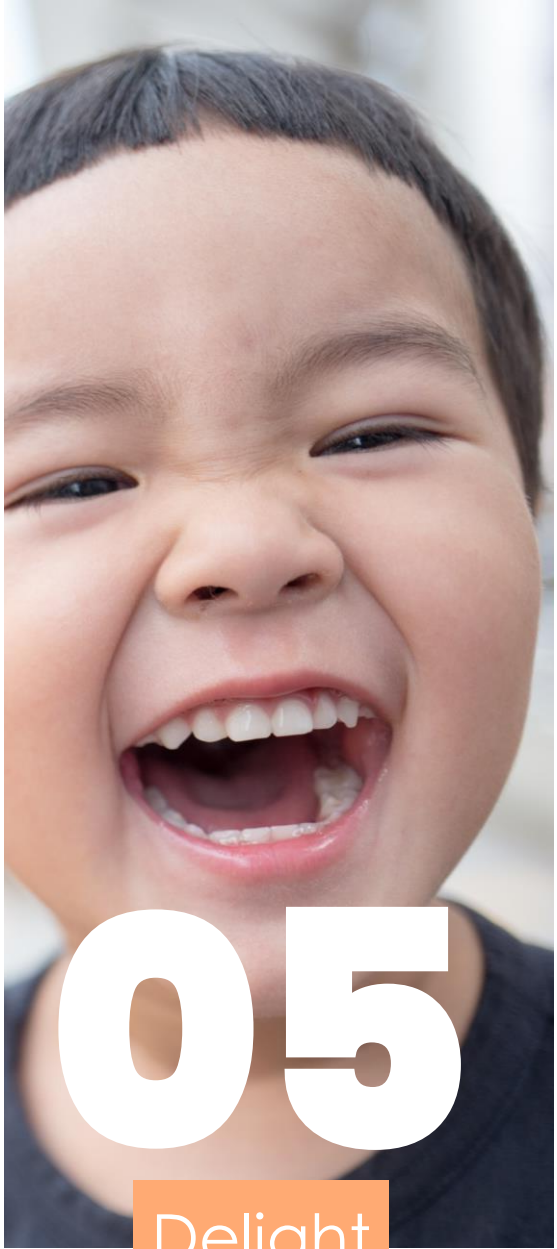
01

Attract



02

Welcome



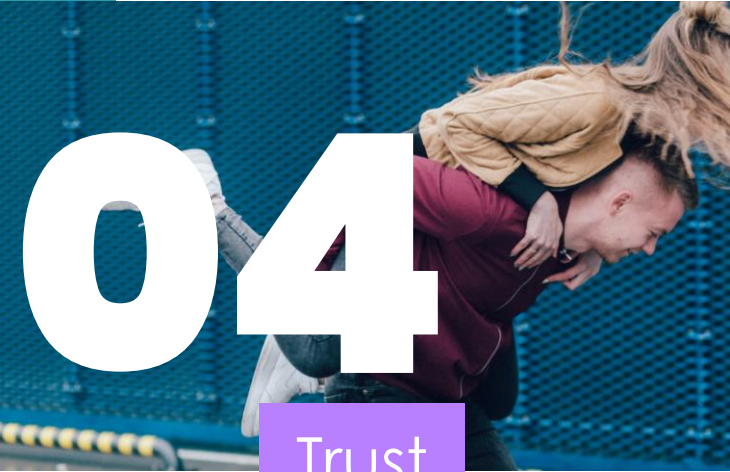
05

Delight



03

Ease



04

Trust



01

Attract

mtm



ANIMAL ATTRACTION?

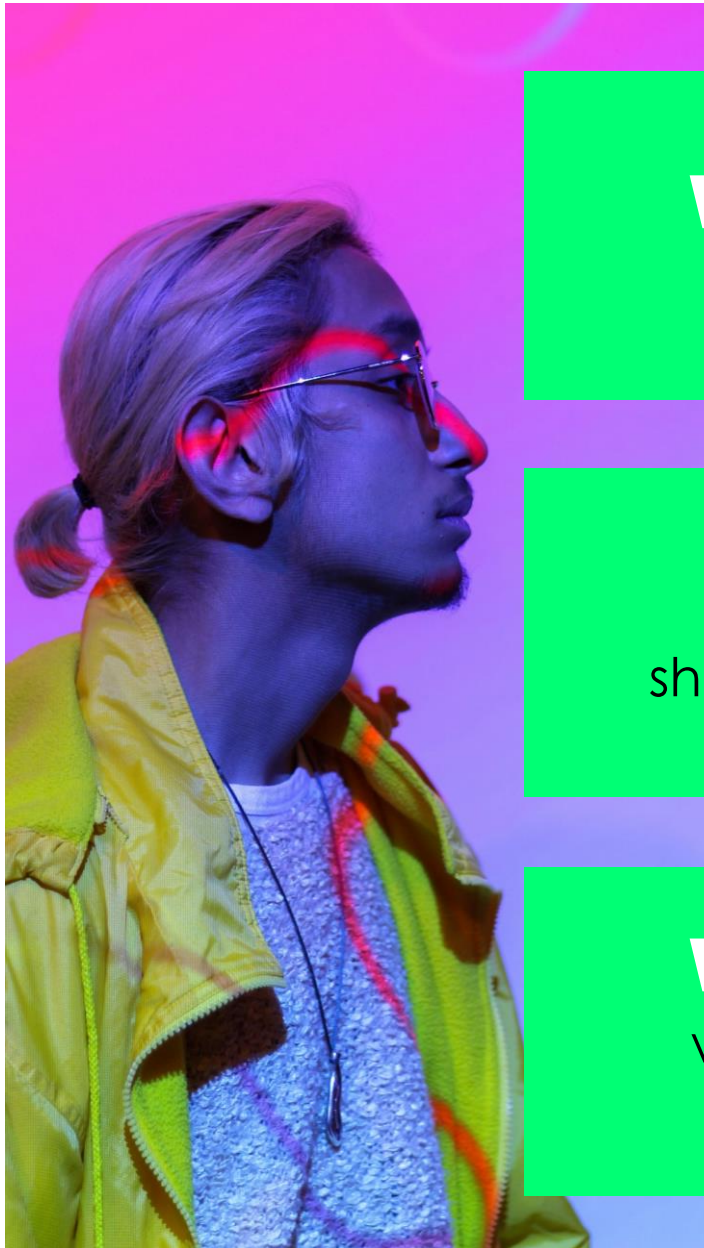
Not looks

It's not about how hot your product looks (although we'll get on to that smooth design and user experience later)

But

HEALTHY attraction always requires one vital ingredient:

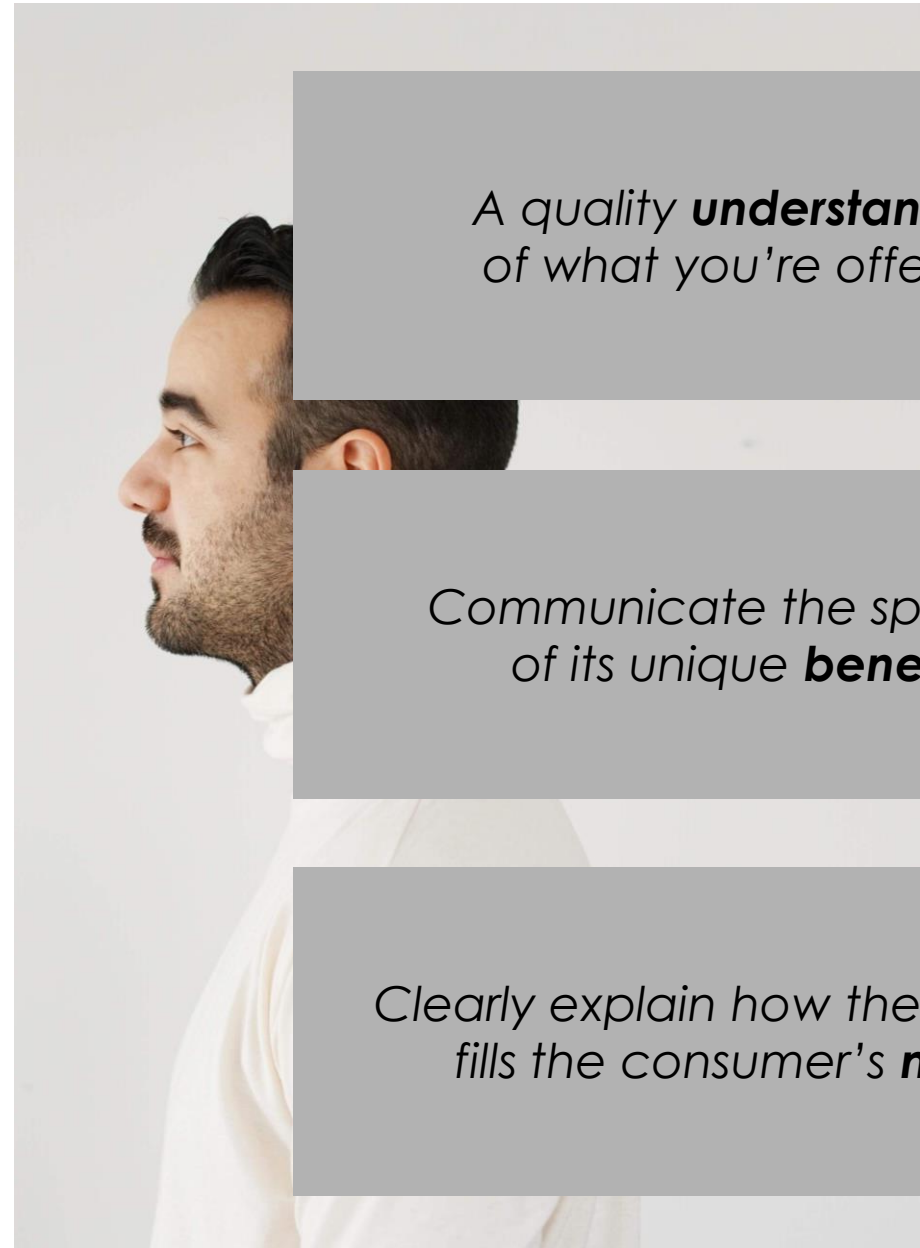
Do you have a clear proposition?



WHAT
is it?

WHY
should I get it?

WHAT
would I use
it for?



A quality **understanding**
of what you're offering

Communicate the specifics
of its unique **benefits**

Clearly explain how the product
fills the consumer's **needs**

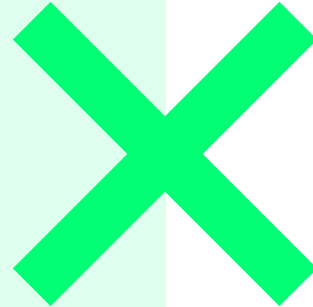
PROS

The word 'Free' releases endorphins

Can help increase familiarity

Marketing and acquisition tool

To free trial



or not to free trial?

CONS

'Free' means the user doesn't rationalise the value of the service

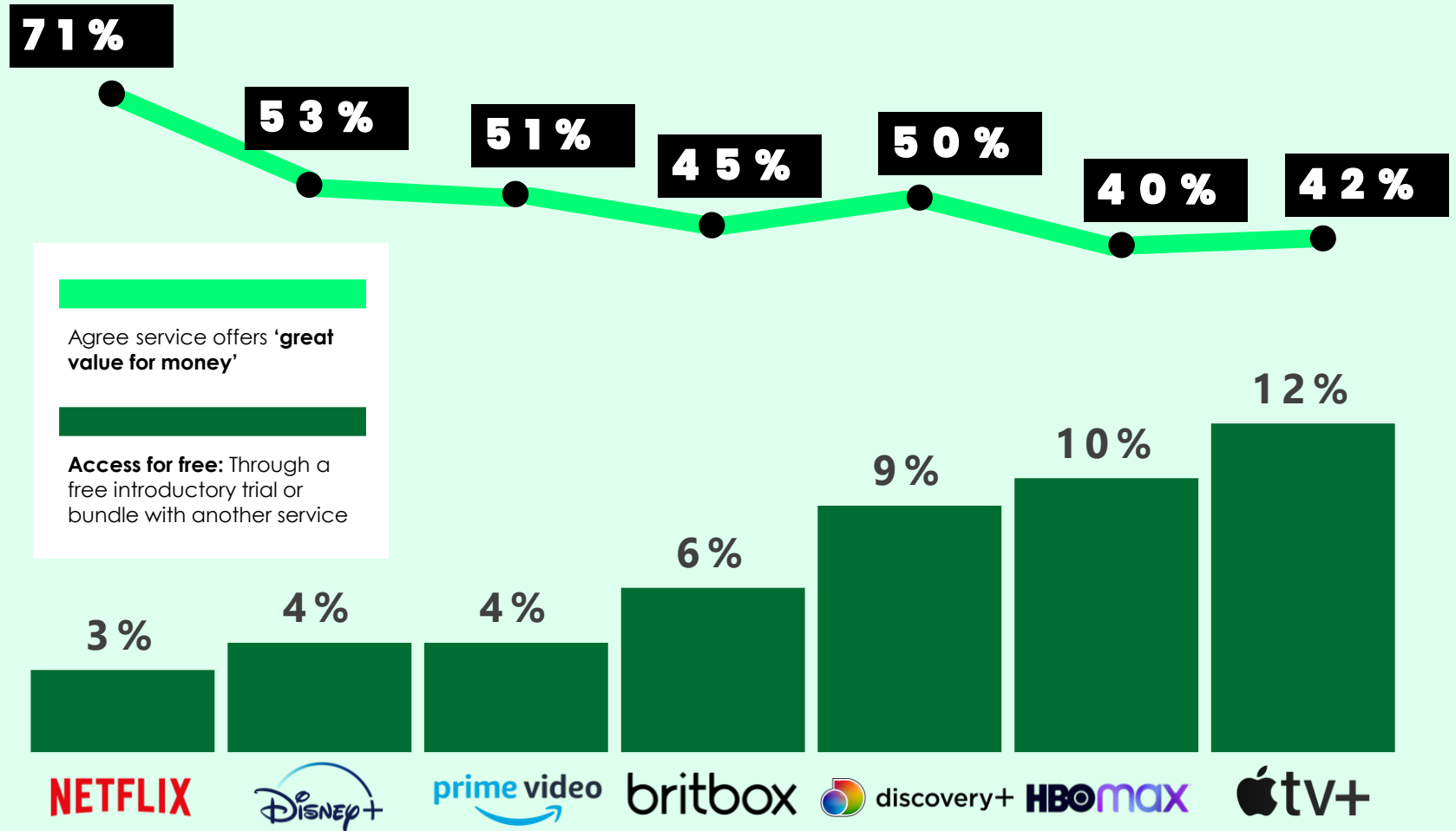
People can resent the automatic conversion to paying if they haven't remembered free trial is ending

Encourages subscription cycling

To free trial or not to free trial?

Payment methods for SVOD services and value for money

Among users of each service



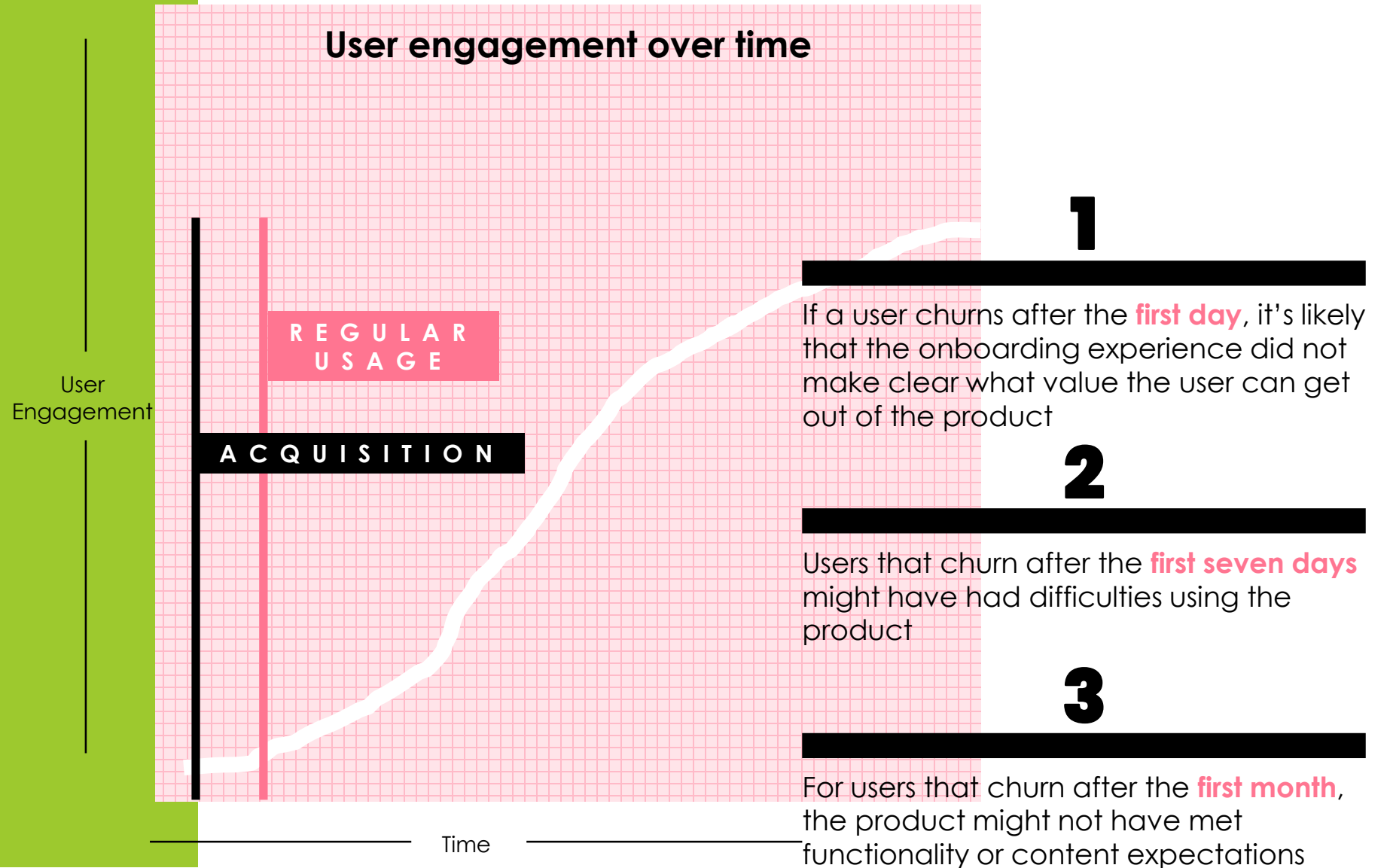


02

Welcome

mtm

Time is of the essence



First impressions are everything...

With or without a free trial (but especially with...) those initial interactions are everything



Personalised



Easy to use



Discoverability



Expected content



**CONSUMERS
WANT TO TELL
YOU WHAT
THEY LIKE**

87%

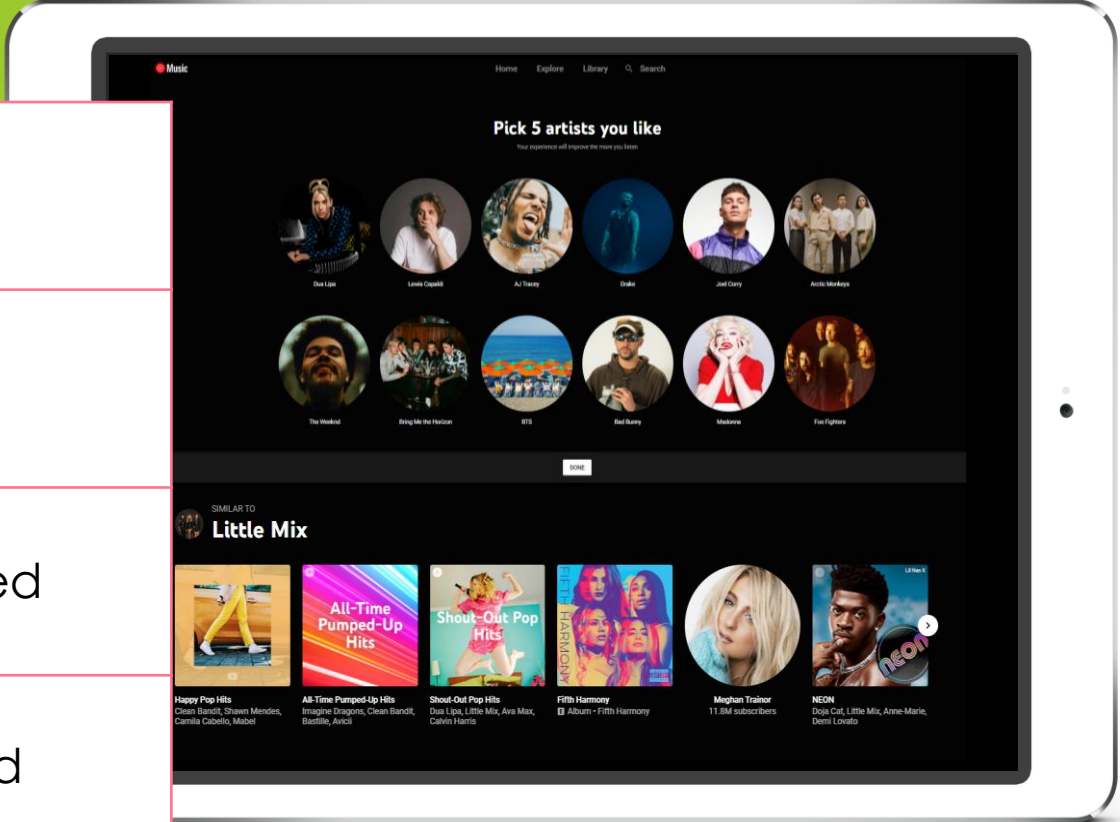
told us that they are willing to share something more at the sign-up process than just email address, name, payment details, billing address

Ask about their favourite genres

(but don't make them follow friends...)

The top 4 things they are **willing to share** at set-up stage:

- 1
Want to watch list
- 2
Genres
- 3
Previous TV series liked
- 4
Franchises they liked



**But it is a
balancing act**

Investment
the user is willing
to put in

Investment the
service needs
to put in



Demonstrating
the value of the service
as early as possible



03

Ease

mtm

Hygiene factors and beyond....



Personalised



Easy to use

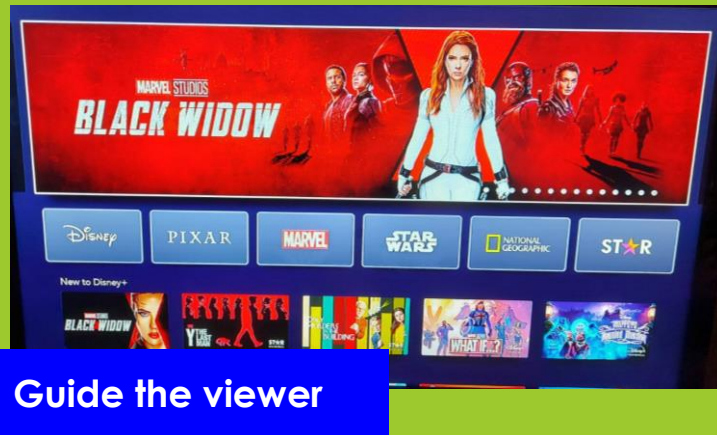


Discoverability



Expected content

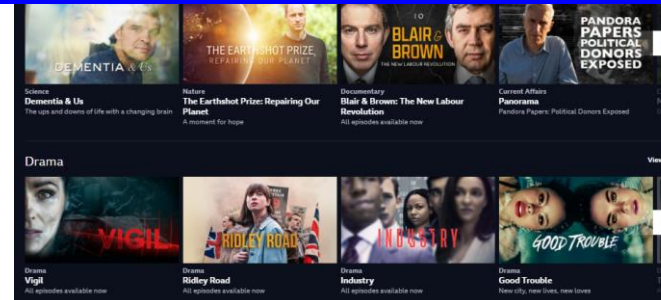
How can you reduce the cognitive strain of your service?



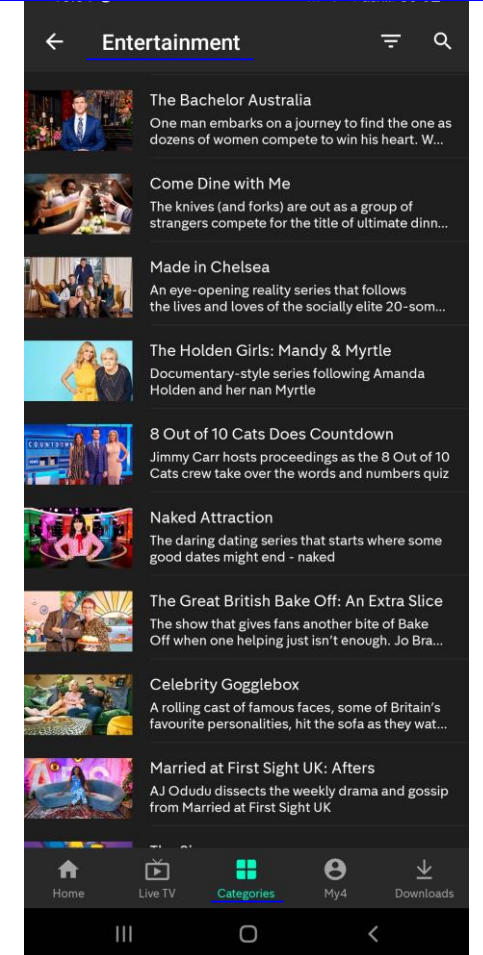
Clearly delineate different types of content



Consider the no. of choices on screen



Anchoring the user



Be their curator (sometimes)

I would prefer it if everything I see on the service is tailored to me

17%

I would prefer it if most of what I see on the service is tailored to me, but some isn't

23%

I would prefer a complete balance between what I see on the service being tailored to me and seeing other things

52%

I would prefer it if overall less of what I see on the service is specifically tailored to me

3%

I would prefer it if nothing of what I see on the service is specifically tailored to me

5%

Many users WANT to see their service provider's curation; not just personally tailored suggestions



04

Trust

mtm

Trust – that most beloved metric

Emotional connections drive brand loyalty and advocacy, with consumers often using words like "love" and "happy" to describe their favourite brands.

A key component in loving a brand is whether you trust it.

In the context of media services, this often boils down to two questions:

mtm



1

Do you trust that there's something you really want?



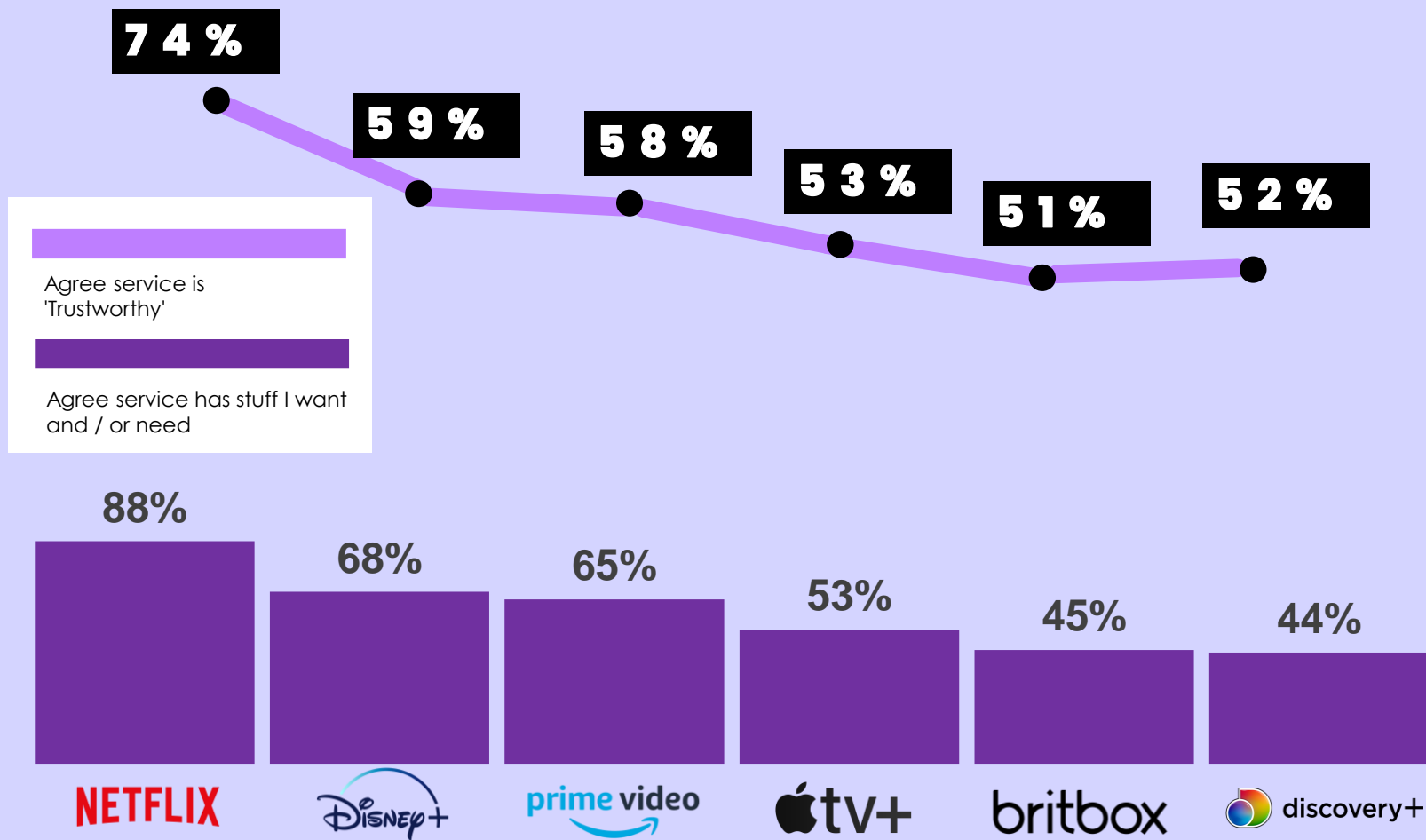
2

And something you really need?

Services with the best content mix have higher trust

Perceptions of content they want and content they need for each SVOD services and agree service is 'Trustworthy'

Among users of each service





05

Delight

mtm

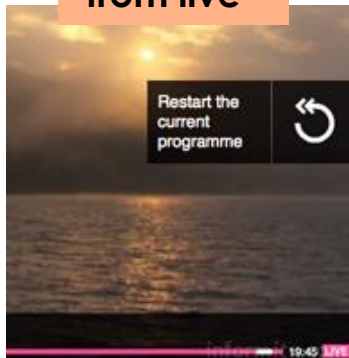
THOSE CHERRIES ON TOP

What are the little added extras that enhance and delight?

It might not be the main reason that users stay, but it could be why they remember the experience even more

Ways media services are already innovating

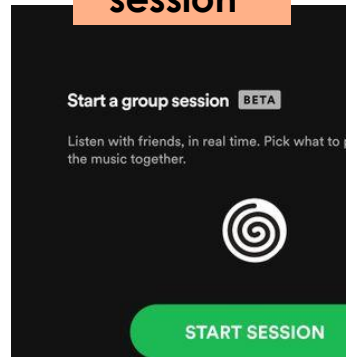
Restart from live



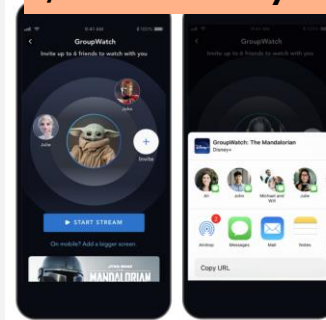
"Play Something"



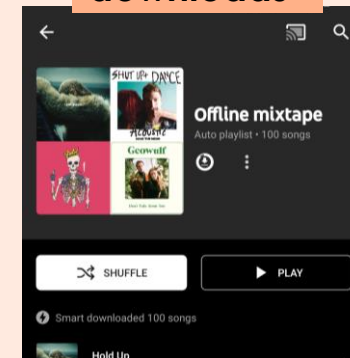
Group session



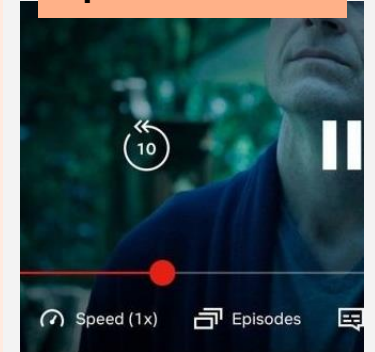
Group Watch / Watch Party



Smart downloads

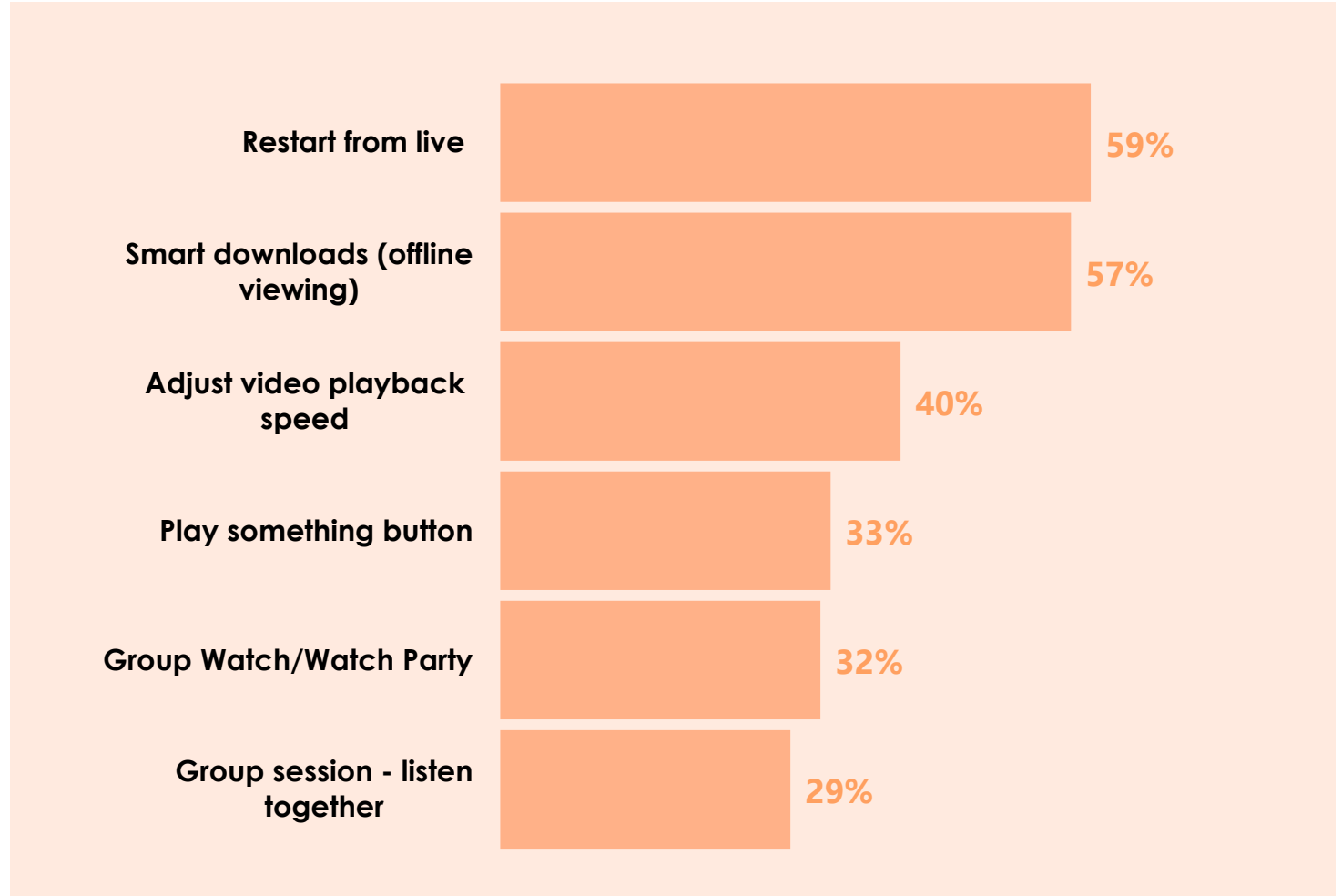


Video playback speed feature



There's some desire to try these features, as well as quite a few adopters

Would make me MORE likely to keep using / stay subscribed





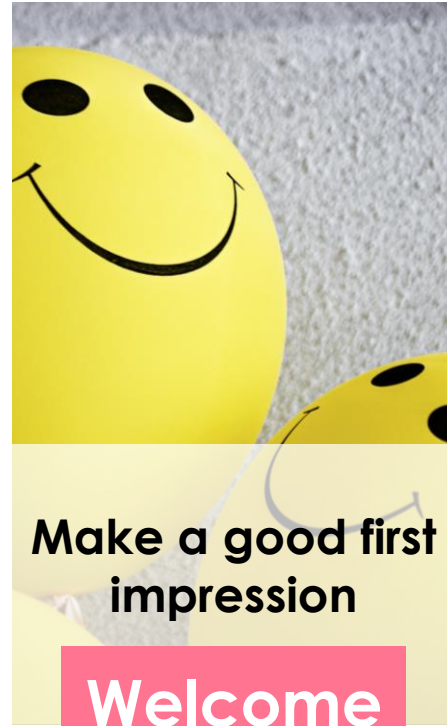
Conclusion

Enhancing the consumers' journey at each pillar means you acquire the right people, and keep them keen



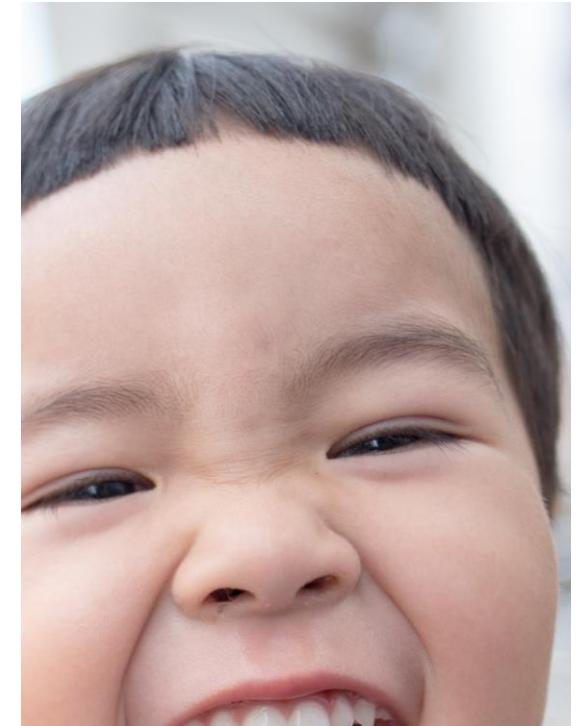
Communicate a clear proposition

Attract



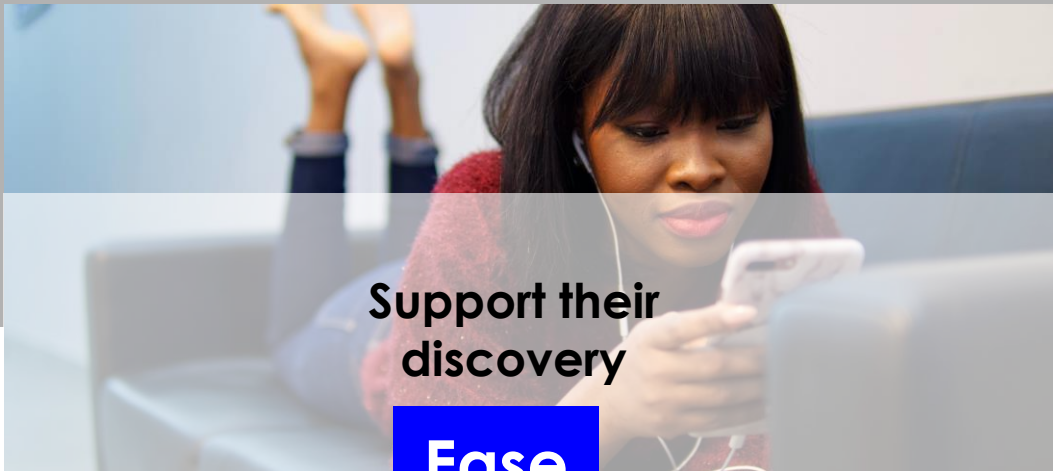
Make a good first impression

Welcome



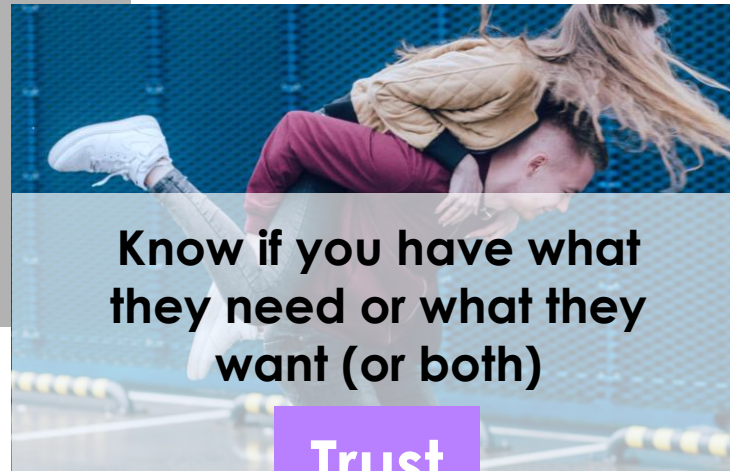
Wisely choose innovation

Delight



Support their discovery

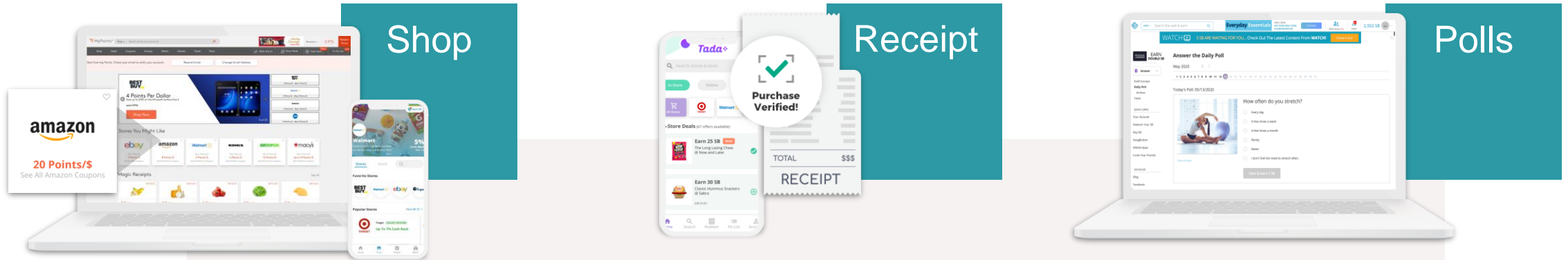
Ease



Know if you have what they need or what they want (or both)

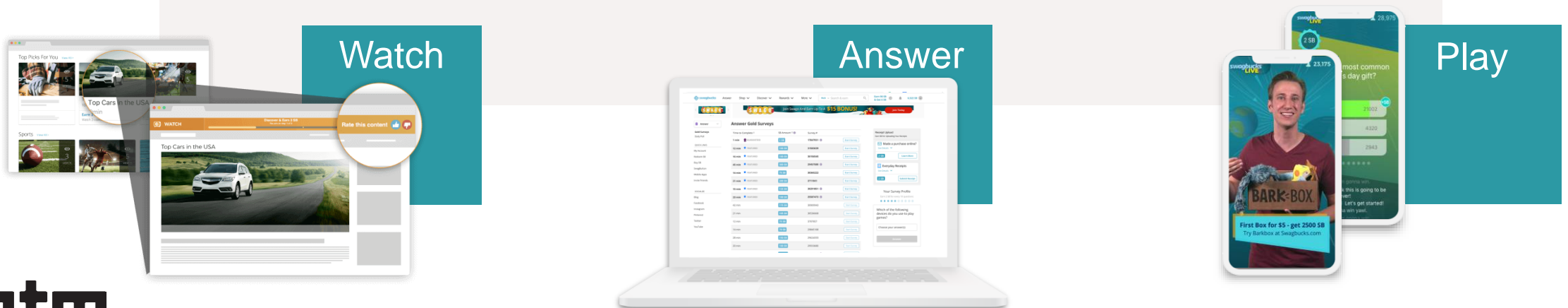
Trust

Prodege's Unique Engagement Model

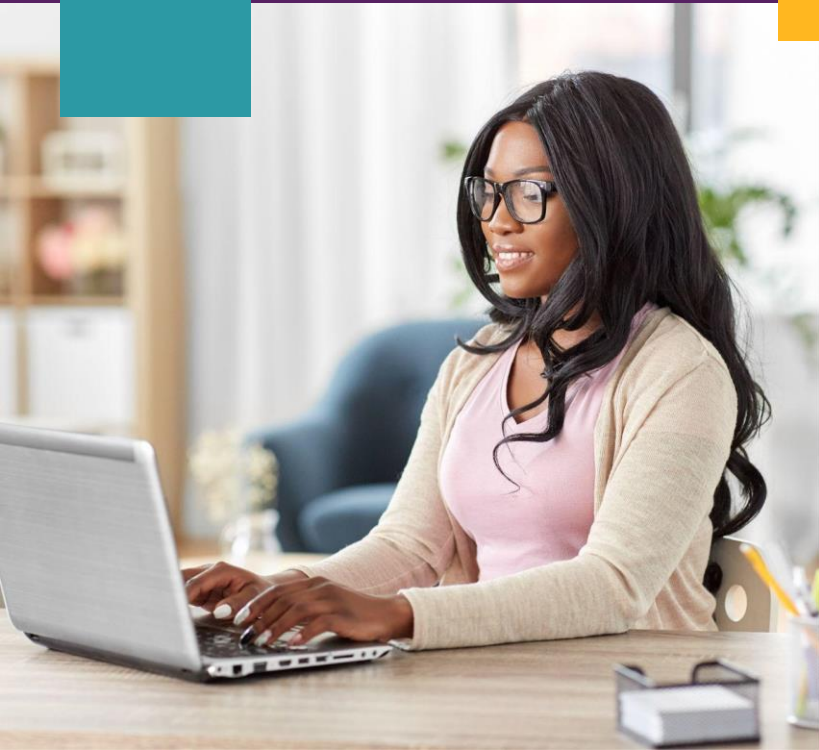


Offering our panelists a variety of ways to earn rewards beyond surveys fosters member retention and ongoing participation.

The benefits for clients are higher quality data, thoughtful responses (including detailed open-end responses) and industry-leading recontact rates.



Prodege Solves Your Data + Insights Challenges



Uncovering the motivation behind consumer actions the moment it happens

Reach consumers where they are and access specific audiences of engaged consumers, including verified purchasers of particular brands & categories, to obtain an understanding of the path to and through purchase.

Helping you find the agile research solution to support you

Leveraging our seasoned team and flexible approach tailored to your needs, we'll equip you with the tools, services and support needed to help you unearth insights quickly and cost effectively.



Thank you!

Emma Eaton
emma.eaton@wearemtm.com

Ana Kahoul
ana.kahoul@prodege.com

Georgie Rowe
georgie.rowe@wearemtm.com