

# Converting Paid Subscribers with Personalized Push Campaigns

**VERTICAL:** STREAMING MEDIA

**SOLUTION:** DYNAMIC DEEP LINKING, PUSH & IN-APP MESSAGING

**PROBLEM**

A music streaming service was struggling to convert free listeners to paid subscribers and was tasked with improving conversion rates.

**SOLUTION**

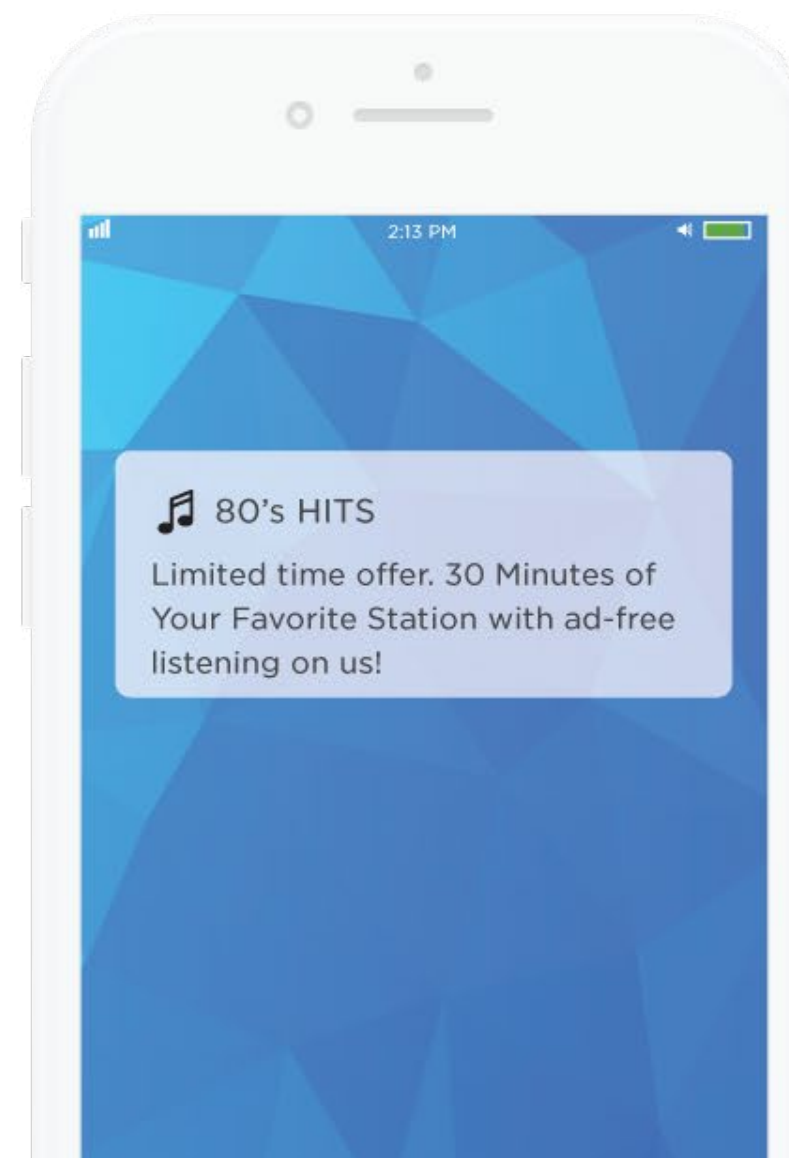
With a new Kochava Push campaign, free listeners were given a special offer. Click for 30 minutes of ad-free listening “on the house” for the listener’s favorite station. At the end of the 30 minutes, users were given only 30 minutes to redeem an offer for 30% off their first three months of subscription service.

Using Kochava Smartlinks™, the marketing team set the push message’s open destination to a dynamic deep link that would take the user right into the app and start playback of their favorite station for 30 minutes, ad-free.

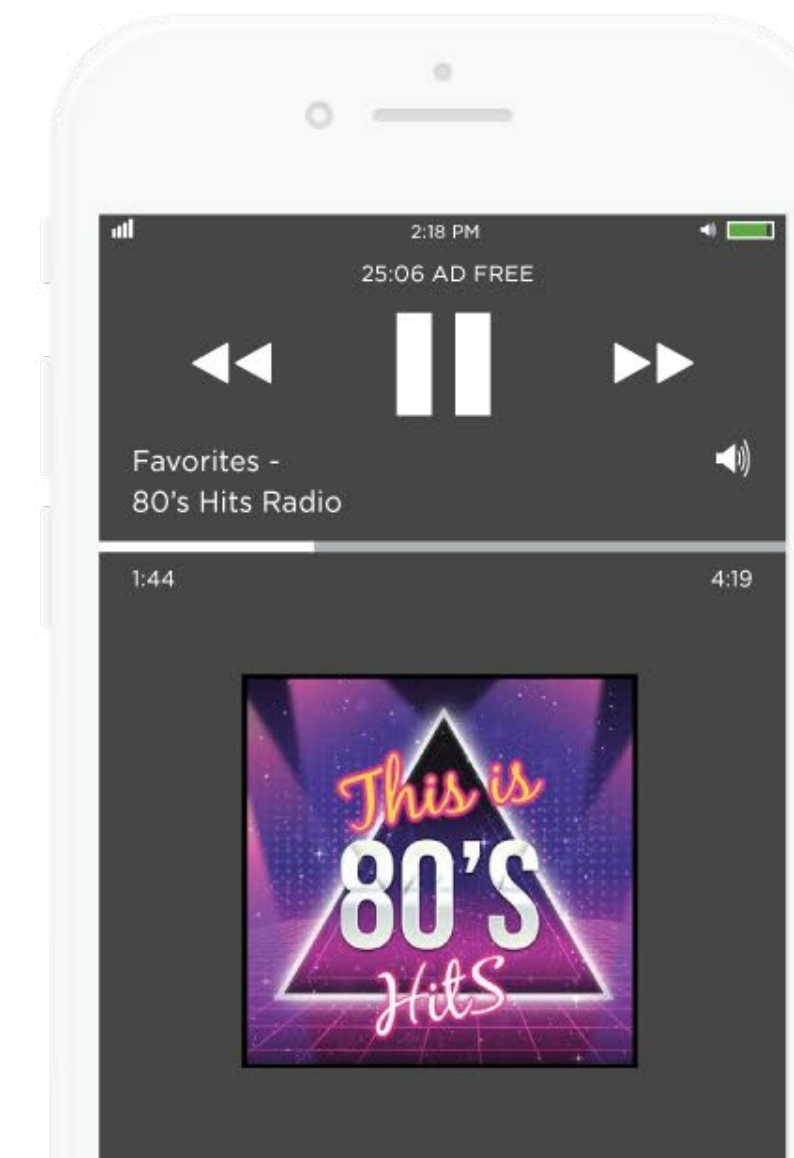
**IMPACT**

With Kochava Push and SmartLinks™ technology providing a personalized experience and dynamic playback of the user’s favorite station, the streaming service **increased the conversion rate of free listeners to paid subscribers by 3X**, boosting subscription **revenue by over \$120K per month**.

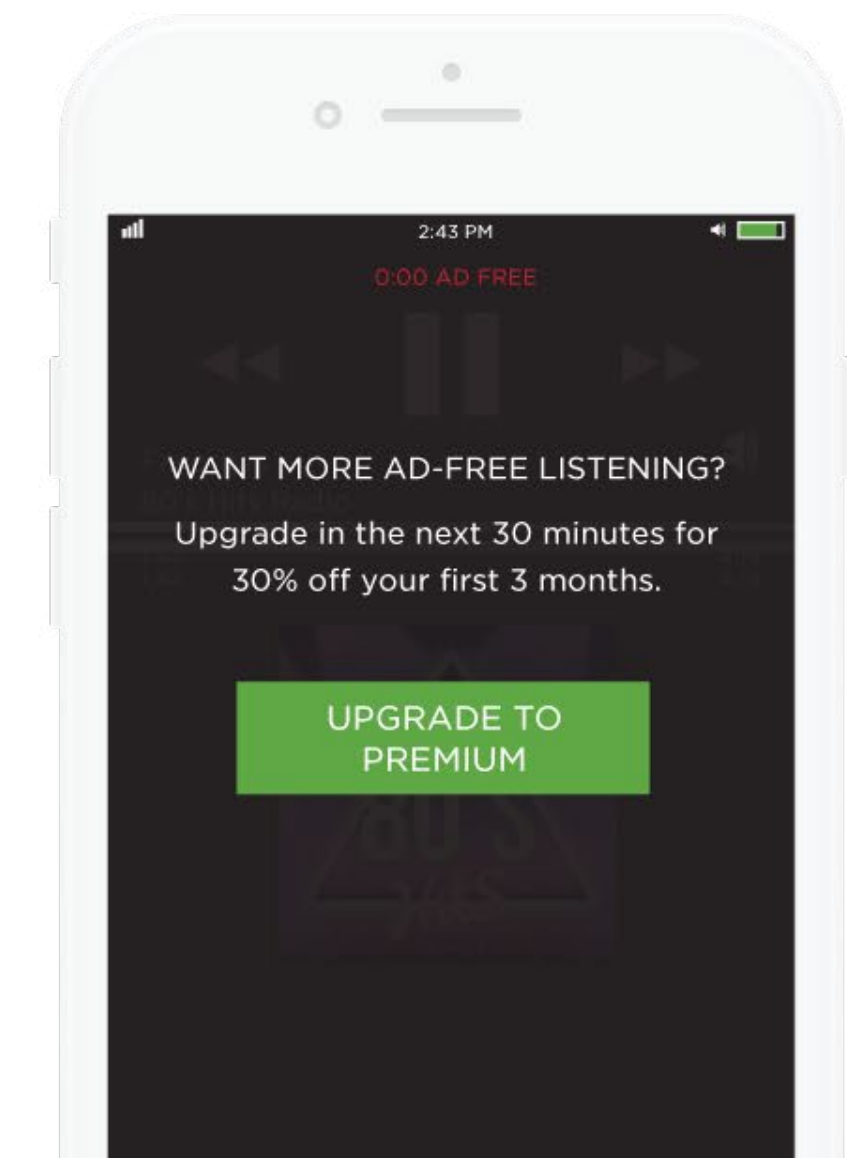
DYNAMIC PUSH DELIVERED



DEEP LINK PLAYS FAVORITE STATION



SPECIAL OFFER TRIGGERED



Looking to drive more revenue from your existing users?  
[Contact Kochava today](#) to find out how we can help.

*This use case is one example of the impact of Kochava solutions for advertisers. Kochava makes no guarantee of individual results.*

TAKEAWAYS

**3X** INCREASE IN **FREE-TO-PAID CONVERSIONS**

**\$120K** BOOST IN **MONTHLY REVENUE**