

Capital XTRA Reaches a Loyal Audience With Fiksu Personas and FreeMyApps

Overview

Global Radio, a British-based media company owning a large number of radio stations throughout the UK, sought to promote their Capital XTRA app, the mobile companion to their popular urban dance music station. Capital XTRA is a cutting-edge, youth-oriented radio station, so Global wanted to target 18- to 29-year-old users at the forefront of mainstream media. Fiksu helped them create and execute a strategy to do just that.

Objectives

- Grow the popularity of Capital XTRA on mobile by reaching out to a youthful, digitally engaged, “tastemaker” audience
- Retain users, encouraging them to continually engage with Capital XTRA as their primary way to connect with the latest new music and emerging talent in urban dance
- Evaluate results to understand the potential for further growth and the possibility of building a sustainable model for ongoing investment

Challenges

- Achieving visibility in the highly competitive music apps category
- Identifying specific segments of the broader audience that convert best and should be targeted further
- Determining which ad networks deliver high-value consumers most cost-effectively



Fiksu Case Study - Capital XTRA

Solutions

- Targeting focused on younger demographics engaging with various urban artists on social media, including using Fiksu Personas
- Targeted ads were run on a mix of networks, including real-time bidding (RTB), display, social, video, and incentivized (including FreeMyApps) networks

Results

After eight weeks, Fiksu’s campaign far exceeded Global’s initial goals, with installs almost doubling (94% higher) expectations and CPIs clocking in 31% lower than goal. And those users were listening again and again: of the users acquired through paid channels, 22.5% engaged multiple times with the Capital XTRA app. Factor in the organic users gained as a result of increased visibility from the paid campaign, and that number jumps to nearly 38%.

Two of Fiksu’s personas, Media Mavens and Millennials, proved successful in acquiring loyal users. Both personas effectively reached—and kept—the youthful, “tastemaker” audience Capital sought, with targeting Media Mavens resulting in a 65% rate of returning users and Millennials reaching 49%.

Also interesting was that incent, traditionally a higher volume but lower loyalty network, drove the lowest cost per loyal user, beating the next best performing network by over 56%. It’s important to note that this does not mean that incent networks drove the highest rate of returning users: in fact, only 20% of the users who downloaded Capital XTRA from FreeMyApps returned. But the initial acquisition costs were even lower, so the per-loyal-user cost came out ahead. As incent networks are generally frequented by younger audiences, it stands to reason that when an app such as Capital XTRA appeals to a younger base, incent networks can be excellent tools in driving cost-effective loyalty.

