branch

Australia's largest locally owned media company drives 3X conversions with Branch for Video Streaming Platform, 9Now

▲ **3X** INCREASE IN TRACKABLE CONVERSIONS

▲ **35%** INCREASE IN APP INSTALLS

9Now is a premium Australian destination for live streaming and on-demand video content from the network's TV channels. 9Now content is consumed via mobile and connected TV apps, and has over 13 million signed-in users registered for its free advertising-supported service across Australia.

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The Challenge:

9Now strongly focuses on driving audience growth and engagement to increase the amount of time spent on the platform. Increasing the volume of video content users watch increases the amount of advertising that is served. The Cost Per Active (CPA) metric — the cost of finding a user and driving them to stream content — is the most useful conversion metric to allow tracking and optimisation of performance across channels, audiences, and TV shows. However, the 9Now team faced the challenge of how to measure the performance of paid marketing efforts driving users to the mobile app.

Without being able to connect in-app activity to ad performance across the user journey – from 9Now ad to App Store to app to video play – the team faced difficulties measuring the success of specific marketing activities. In addition, the marketing team was unable to scale audiences cost-effectively or consistently. To resolve these challenges, 9Now partnered with Branch.

Solution:

By leveraging Branch, 9Now can deep link users straight into the app and simultaneously measure performance. Because Branch is integrated with over 2,000 ad partners globally, the team at 9Now can test new channels and platforms to quickly gauge if they drive effective CPA. By implementing Branch's Universal Ads, 9Now can now scientifically run tests on shows that they know will increase audience watch time. This helped them to grow their base of Daily Active Users and drive greater LTV. By boosting the number of video streams and the number of minutes shows being watched, 9Now managed to increase the number of ad impressions shown on their platform.

The Results:

After partnering with Branch, mobile as a paid performance channel has been completely unlocked to better understand where conversions are occurring.

9Now was spending up to 140% more per conversion before using Universal Ads and deep linking to help push users to the 9Now mobile app from paid, owned, and organic channels including but not limited to: Facebook, Tiktok, Google, streaming search engines and video feeds. Since partnering

with Branch, 9Now has also witnessed a 3X increase in trackable conversions and a 35% increase in app installs.

Furthermore, increasing the number of ads being shown has boosted 9Now's revenue, and, as of April 2021, 9Now garnered a massive 50% share of minutes consumed among its broadcaster video-on-demand (BVOD) competitors. With Universal Ads, Branch has transformed the black box of a mobile app into a well-oiled engine that can effectively discover new users and re-engage existing ones, resulting in consistent, scalable, long-term revenue growth for 9Now.

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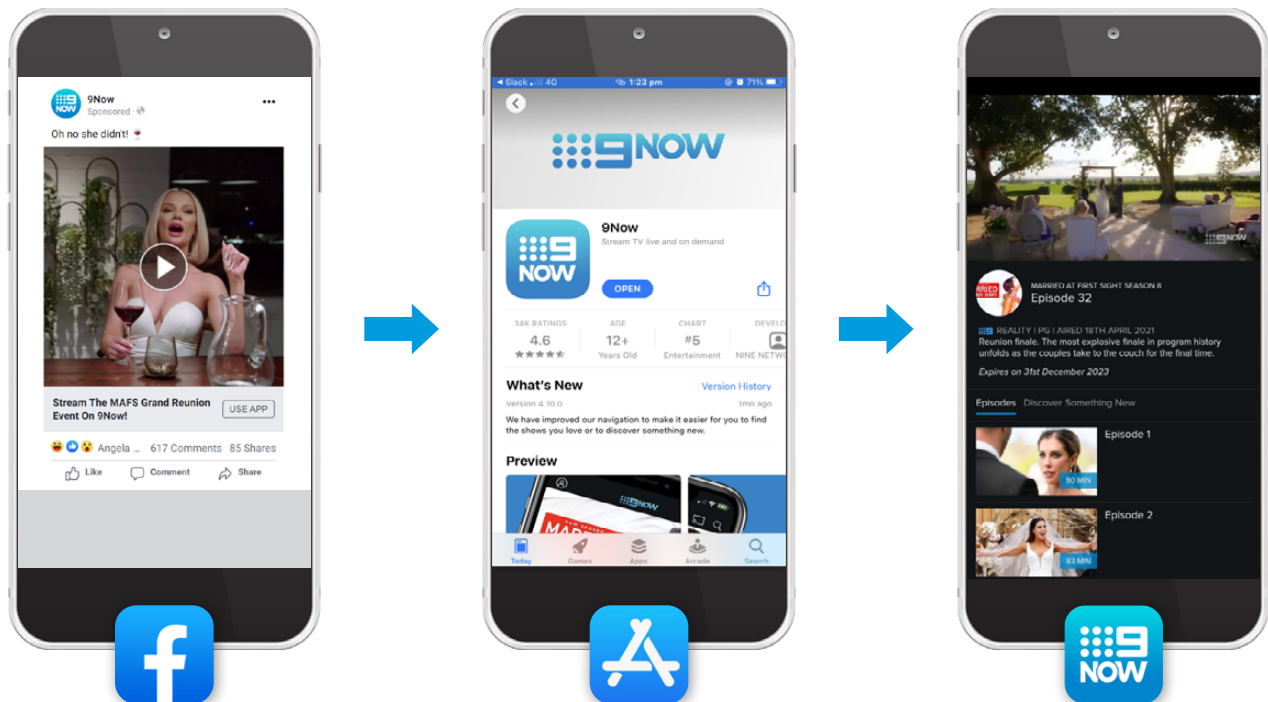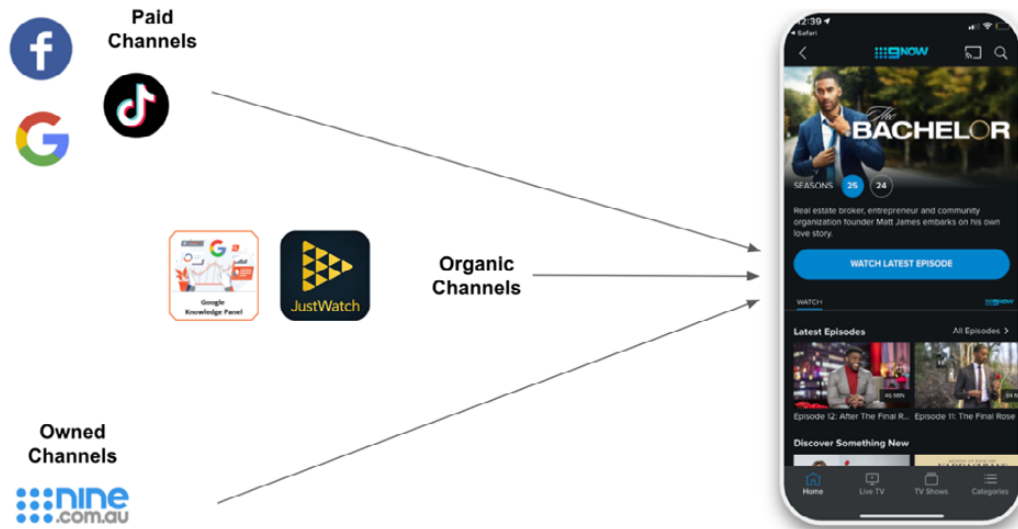
"Working with Branch this year has resulted in a fundamental change in the way we measure, advertise to, reach, and engage our users. With mobile now unlocked as a channel, we've seen significant growth in user acquisition and a decrease in retention costs, with a CPA that allows us to scale across multiple channels that would otherwise be untrackable and unavailable to us."

Jason Elk

Head of Digital Performance Marketing - 9Now

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"What has been critical to this growth over the past year working with Branch is understanding which shows drive performance for us. We track down to the ad level, tracking which shows are working for which audiences to get them back to being Daily Active Users and then double down on that as we grow. We could not have done that without Branch turning a black box into something we have control over.

Jason Elk

Head of Digital Performance Marketing - 9Now

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Branch provides the leading cross-platform linking and attribution platform, unifying user experiences and powering cross-platform measurement for over 50,000 apps — including Foursquare, BuzzFeed, Yelp, OfferUp, and many more.

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