



Enhanced the **customer on-boarding experience** for a leading media streaming platform

About the Client

A US-based media and entertainment company that streams high-quality content for its viewers

Provides its services through video distributors, cable operators, satellite television providers, telecommunication companies, and online & digital networks

Has 7500+ television episodes and feature films available for its subscribers



Business Needs

Improve the subscription rate for the streaming platform



Enhance the on-boarding experience for prospective customers



Revamp the content and programme list on the channel



Create a better on-demand movie viewing experience



Solutions

Conducted a usability review to identify the value proposition

Administered a competitive analysis to benchmark the platform against the competition

Created a detailed report that provided actionable recommendations

Designed landing pages with a crisp and impressive design

Formulated CTAs and entry points to influence on-boarding decisions

Improved the information architecture and on-demand search filters

Enhanced the sorting mechanisms to support discoverability

Operated 30+ social campaigns at once

Refined interaction patterns to aid learnability



Technology Stack

Tools



Technologies



Business Impact

Achieved **higher conversion rates**

142% increase in signups

43% decrease in cost per signup due to efficient targeting

Enhanced usability and CX for a smooth on-boarding experience



Cybage MarTech Services



Content Marketing



Analytics and Insights



Creative Production



Strategy and Consulting



Campaign Management

Creating actionable solutions for smooth customer experience

