



How changes in the marketing strategy helped a leading publishing house in India increase its Digital Subscriptions during COVID 19.

## About The Brand

An international leading publication house known for its premium magazines segmented towards audience that loves to keep themselves updated with the latest fashion, travel and architecture trends around the world.

## The challenge

Selling Digital Subscriptions for the magazines in the Covid 19 situation where all the people are afraid of buying tangible products. Strategic targeted the users with different messaging and ad formats to interest them in buying the Digital subscriptions.

## The approach

### The Approach

- Strategic placement of ads on keywords and different ad formats over Google Search and Social ads Campaigns which resulted in better conversions and higher ROAS.
- Created audience lists for users who visited the website and checked the available subscription options and targeted them through remarketing campaigns. Users who have unsubscribed the magazine last year were engaged in new ad formats.
- Adopted new formats like Google Discovery Ads & Gmail Ads.
- Created advanced audience lists using Google Analytics.
- Created specific campaigns for Digital subscriptions.

## The results

- More than 3400 Digital Subscriptions sold.
- Minimum of 1.6Lac new users acquired who can be retargeted through dynamic ads.
- 3X increases in ROAS
- 30% reduction in the Cost per Acquisition
- 10X increase in Yearly Digital Subscriptions
- Overall a tremendous growth in new customers acquisition, profitability and LTV of users

## Product Features

- Customer Match Data
- Yearly and Combo offers specific ads
- Search Ads on Brand and Competitors
- Gmail display campaigns
- Discovery Campaigns

10X

Increase in Yearly  
Digital  
Subscriptions

3X

Return on Ad  
spends

30%

Reduction in Cost  
per Acquisition