6D global

Qello Analytics Case Study

BACKGROUND

Qello combines a stellar web interface with mobile phone and tablet experiences to provide subscribers full-length HD concerts and entertainment videos anytime, anywhere. Members can access their content across the iOS and Android ecosystems, Amazon's Kindle Fire, Windows Mobile, Samsung and Sony Smart TVs, and the web at Qello.com.

CHALLENGE

Tracking subscriber acquisition, adoption, and sustained engagement across devices was a challenge for Qello. Multiple analytics solutions were in place, with reporting and valuable data in disparate locations. User experience and marketing teams were struggling to understand the customer lifecycle from initial touchpoint, through to subscriber conversion.

PROJECT

Qello, the world's leading on-demand streaming service for full-length HD concerts and documentaries, uses analytics to grow their subscriber base, and decrease churn.

SERVICES

GOOGLE ANALYTICS IMPLEMENTATION & CONSULTING

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SOLUTION

6D Analytics worked with Qello to restructure and optimize the Google Analytics implementation, so that it could serve as the central analytics platform. Advanced tracking was implemented across web properties and applications, to gain a better understanding of in-page and in-app activity, and how visitors were transcending mediums. The Google Analytics profiles were streamlined, and advanced segments used to provide more focused reporting for marketing and user experience stakeholders.

RESULTS

Qello was able to increase subscription conversions by 115% within the first 60 days of receiving data from the refined Google Analytics implementation. During this time, churn also decreased by 240%.

RESULTS BY THE NUMBERS:

Subscription Conversion Increase:

115%

Churn Decrease:

240%

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