

MUBI 

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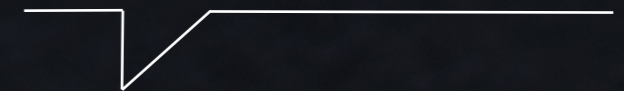
February, 2015



MUBI

MUBI is a curated video-on-demand streaming service focussing on cult, classic and award-winning cinema. Every day MUBI's in-house film experts hand-pick a brilliant new film and members have 30 days to watch it. MUBI is available in 193 countries around the world on the web, mobile, games consoles and connected TVs.

Our goal was to communicate directly with an audience of film lovers, culture seekers and technophiles to drive web-based trial sign ups via Facebook.






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In October 2014, MUBI only boosted posts on Facebook, didn't track Cost per Action (CPA) levels or conversions. The collaboration with Smartly.io began in November.

We created a proper conversion funnel and installed Facebook conversion tracking. Then started to utilize Website Custom Audiences and Lookalikes, while providing continuous support via Skype.

A shirtless male performer wearing a cowboy hat and a large belt buckle is on stage, raising his right arm. He is surrounded by a large, cheering audience in a dimly lit venue with stage lights and a disco ball.

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Profitable CPA level with Facebook ads was achieved in seven days after using the Smartly.io tool.

The figures speak for themselves: marketing volume was increased* by 2239 % while maintaining positive return on investment.

**the avg. marketing volume in October, 2014 - January, 2015*



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 **SMARTLY**

We always have a 14-day free trial
and no minimum contract period.

Learn More at www.smartly.io

