

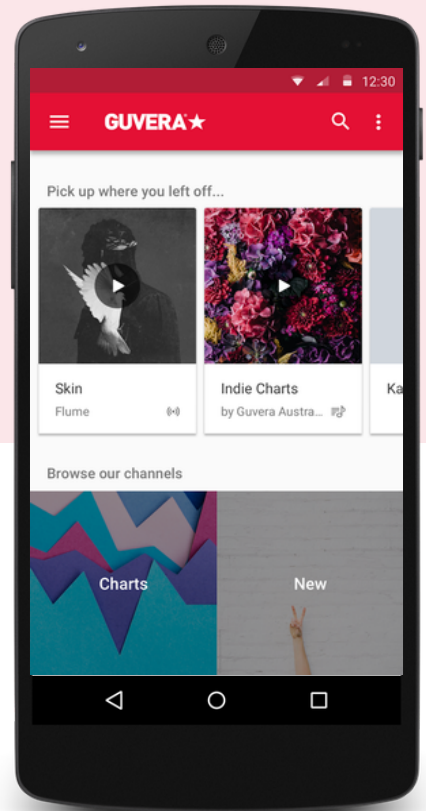
Guvera & Jana

CLIENT CASE STUDY

With Jana, Guvera had 3x higher conversion rates compared to other channels.

"Jana is an efficient way to acquire mobile app users, as the registration rates are higher relative to other platforms,"

— Aloysius Chan, Social Media & Marketing Manager, Guvera



GUVERA | MUSIC STREAMING APP

Guvera is an Australia-based music streaming service that allows users worldwide to listen to curated playlists of their favorite artists for free. Guvera also offers a Platinum subscription service that lets users listen to any artist, any song, any time.

CLIENT NEED GROWTH IN ASIA PACIFIC

Machine Zone worked with Jana to increase in-app activity among emerging market users. Their challenge was acquiring new users of the game who reached a certain level of game play. 24 million of Jana's mCent members have a game app installed on their phone, with an average of six games installed per user. With Jana, Machine Zone could reach the audience they were looking for.

OUR SOLUTION HIGH GROWTH USER ACQUISITION

Jana set up campaigns to target music lovers in Indonesia, India, Philippines, and Malaysia. The offers varied by region, but the goal was the same—drive a high volume of users. After setting a fixed cost per user rate for each market, Guvera was able to launch their user acquisition campaigns. Users were able to download Guvera Music for free without incurring data costs through Jana's mCent apps.

Results

Increased registered users:
60% of mCent members who downloaded Guvera also registered for an account

Higher conversion rate:
Guvera saw a 3x higher conversion rate with Jana in comparison to other channels

Acquired new users:
Guvera saw an increase in overall new APAC users and reached their goal in countries like Philippines ahead of schedule