



Enhanced subscription rate and improved the brand message for a US-based audio streaming service provider

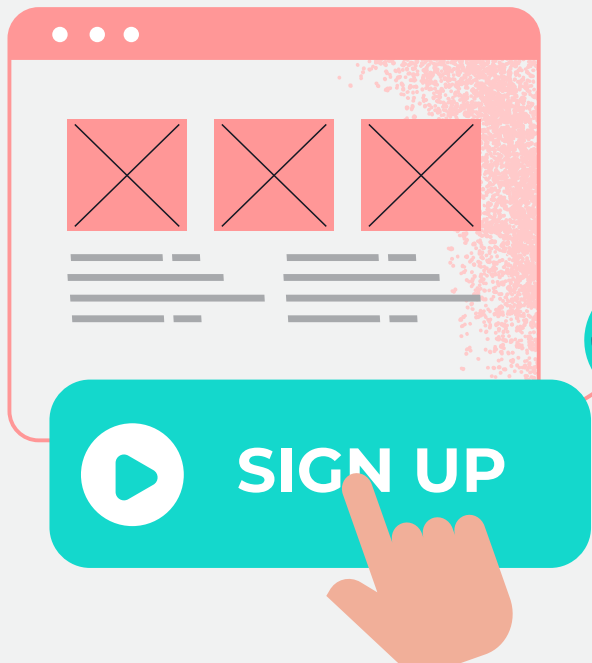


About the Client

- A leading US-based audio streaming service provider delivering live radio shows, news, sports commentary, music, and podcasts to millions of users
- Works with popular digital assistants such as Alexa, Google, and Cortana
- Has 120K radio stations with listeners in 197 countries



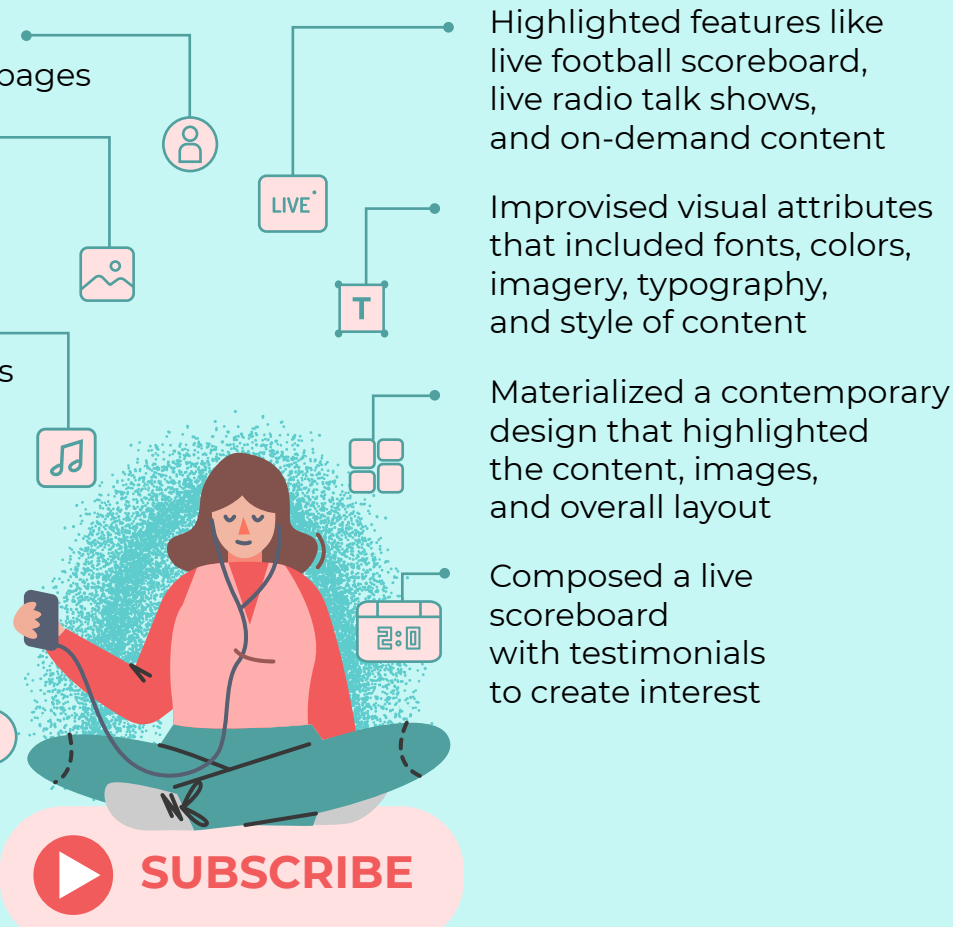
Business Needs



- Convince subscribers to register for a 30-day trial and sign-up
- Provide incentives for the target audience
- Identify issues related to copy, images, and layout on the landing pages
- Formulate a design solution to achieve higher conversion rates

Solutions

- Conducted a user-centric evaluation for the landing pages
- Created a report to understand implications related to usability and visual design
- Formed user personas centred around subscribers goals, motivations, and interests
- Updated content based on sentiment to aid conversions
- Designed persuasive CTAs for quicker conversion



- Highlighted features like live football scoreboard, live radio talk shows, and on-demand content
- Improved visual attributes that included fonts, colors, imagery, typography, and style of content
- Materialized a contemporary design that highlighted the content, images, and overall layout
- Composed a live scoreboard with testimonials to create interest

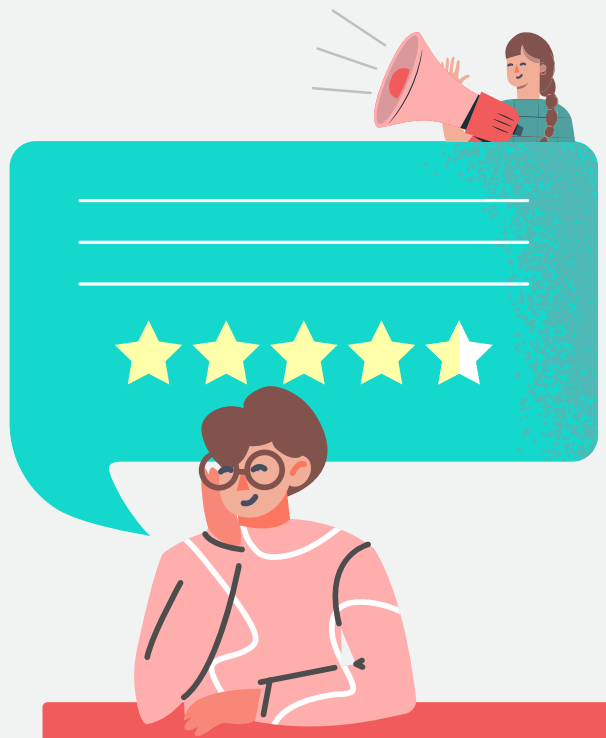


Technology Stack

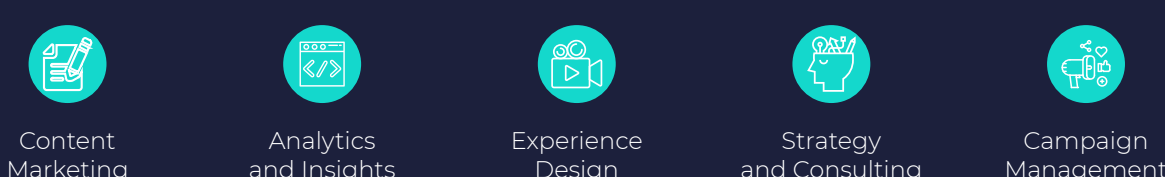


Business Results

- Formulated a prominent value proposition and a compelling marketing story with reasons to believe in the brand
- Improved CX to boost customer sign-ups and subscriptions



Cybage MarTech Services



Curating comprehensive strategies that better the user experience and improve conversion rate