

▶ IDAGIO

ADLICIOUS MOBILE MARKETING WITH DISPLAY & FACEBOOK ADS:

IDAGIO WINS NEW CUSTOMERS AND REDUCES COSTS IN BRAND BUILDING THROUGH PROGRAMMATIC MOBILE MARKETING



THE COMPANY

IDAGIO is the first streaming service for classical music enthusiasts providing access to curated playlists and one of the world's largest classical music catalogues in high audio quality through a customized search function. Searching for, discovering and enjoying classical music becomes a new and unique experience. The app has already been downloaded more than 500 000 times.

THE MARKETING CHALLENGE

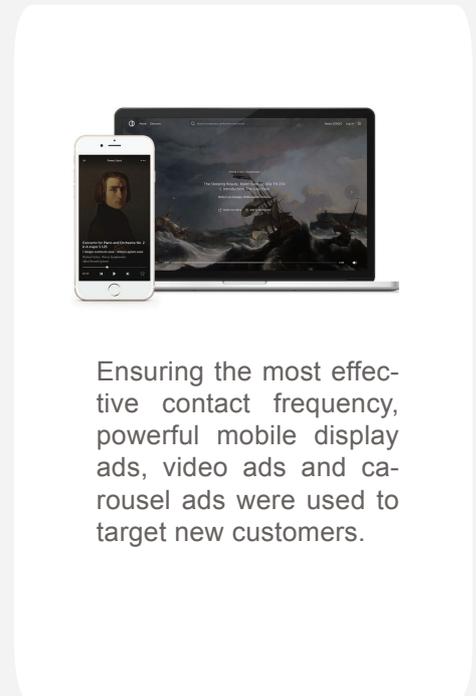
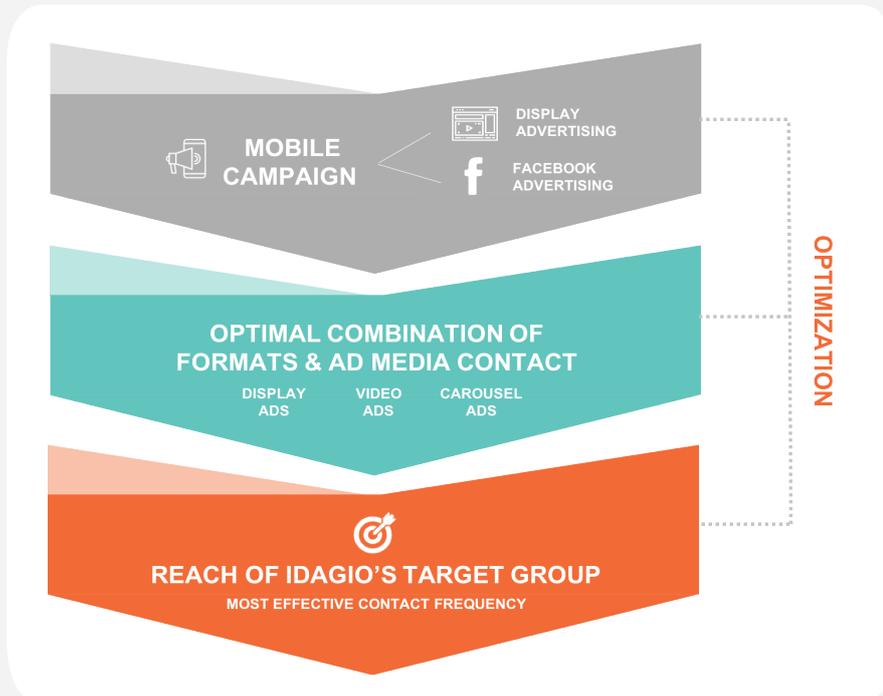
After successfully launching their product, IDAGIO was facing the challenge to increase growth as a relatively new brand in the highly competitive streaming market.

To support the existing performance campaigns and support growth in the DACH area, the marketing was focused on branding measures in programmatic advertising.

THE SOLUTION

To ensure a worthwhile investment before scaling, IDAGIO hired adlicious to steer their programmatic branding. adlicious ran a mobile campaign with the objective to introduce the IDAGIO brand and streaming service to new customers and generate registrations for the streaming service.

In an elaborated concept, different programmatic display and Facebook measures were aligned to reach new customers with an optimal combination of formats and ad media contact.



THE RESULTS

With the help of adlicious' programmatic marketing measures, IDAGIO was able to **double the number of visitors on their landing page within one month.**

The quality of the newly generated user traffic and the high user engagement were reflected in the above average, positive bounce rate of only 40% (with the cross-industry standard of 60%) and excellent on-site dwelling time of over 2 minutes.

Through constant optimization of the implemented measures, **the costs per new visitor were reduced by more than 50% during the campaign.**

+



2x

Growth in new customers compared to the previous year



50%

Cost per new visitor

“ Through programmatic mobile branding we found a way to scale growth in the DACH area. adlicious impressed us with their strategic competence, sustainable target orientation and profound expert knowledge in the areas of programmatic display and Facebook.”

Till Janczukowicz, founder of IDAGIO

Interested in scaling your marketing activities as well?
Get in touch today!



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