

Case Study
Kumu



Background

Country	Philippines
Service	Performance Marketing
Industry	Media
Platforms	



OBJECTIVE

High-profile targeting and optimization of user's journey data to increase acquisition and revenue

ABOUT KUMU

Kumu is a well-know Filipino social TV app that has three million registered users and about 25,000 live streams broadcasts each day.

THE CHALLENGE

To help them to reach new users with strong potential spending profiles and get these new users to spend for the first time on the app.

Our Strategy

① **Revamp Ad Structure**

Applied a full funnel always on Ad structure across Facebook, Google UAC for acquisition, remarketing for conversion

② **Targeting optimization with provided 3rd Party Data**

Including targeting outside the Philippines and reactivation campaigns to reach out to their former app users. Launch of campaigns with extensive A/B testing on both visuals, copy, and languages.

③ **A/B Testing**

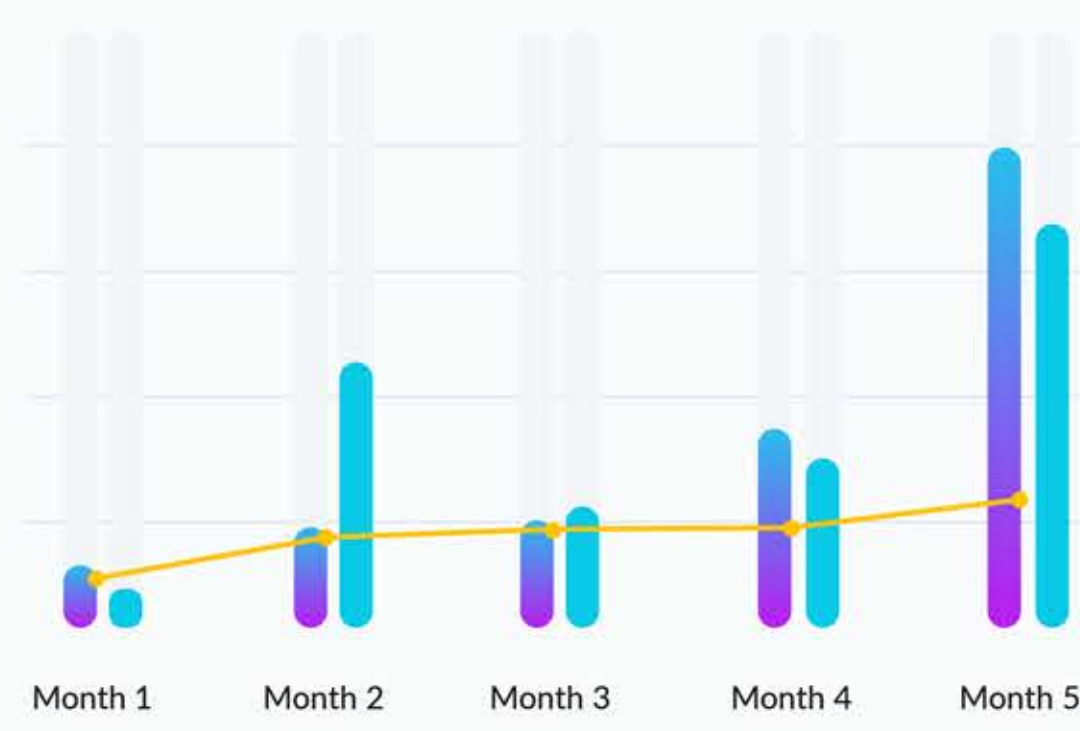
Launch of campaigns with extensive A/B testing on both visuals, copy, and languages.

④ **Strategically replacing the use of static banners with Motion Videos**

Further improved performance both regarding reduction in cost per action and improvements in ROAS and Revenue performance

Purchase ROAS and Purchase Conversion Value

● App installs ● Purchases Conversion Value ● Purchase ROAS (Return on Ad Spend)



Number of Purchases vs Cost per Purchase

● Purchases ● Cost per Purchases (USD)



The Result

+500%
ROAS

-85%
Cost per purchase

x33.6
Growth in app purchases

x17.5
Growth in High Value app installs

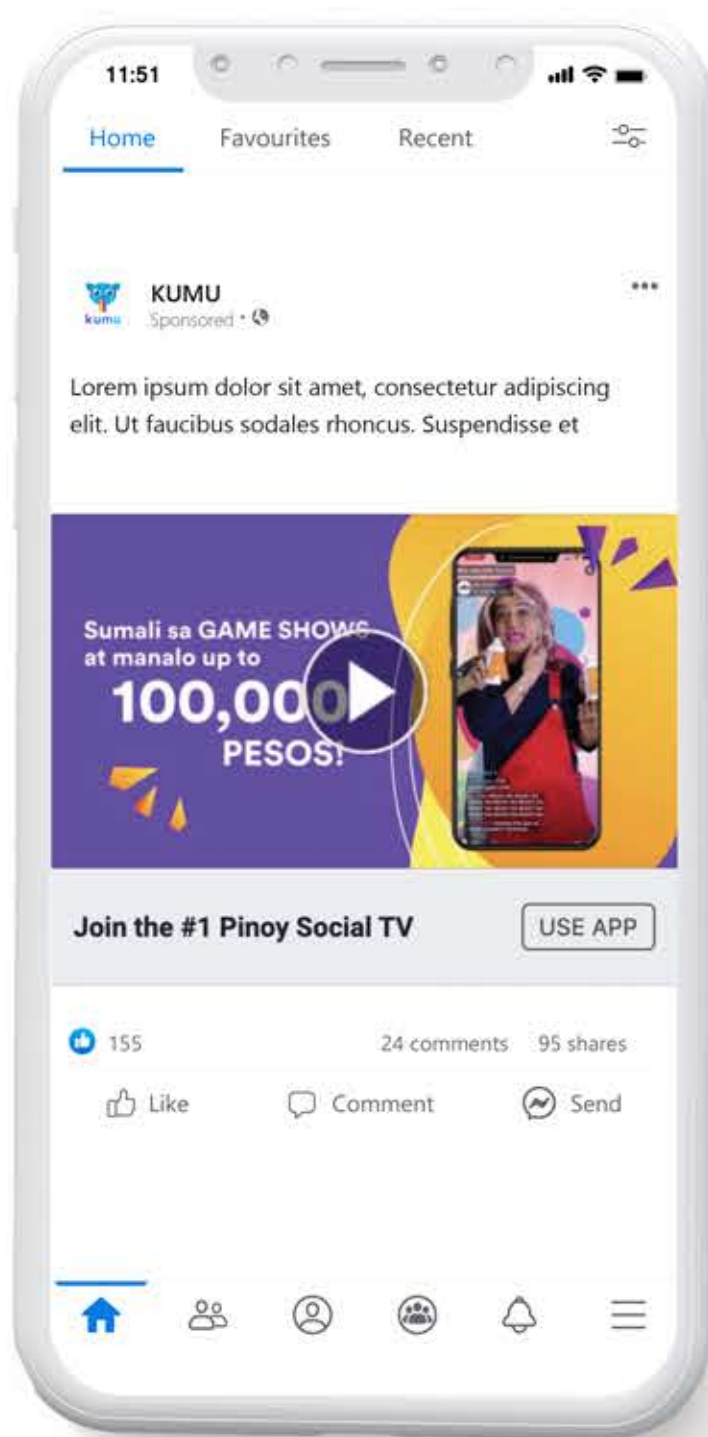
Ranked # 1 in the Philippines IOS Store within the same period of time.

THE WINNING APPROACH

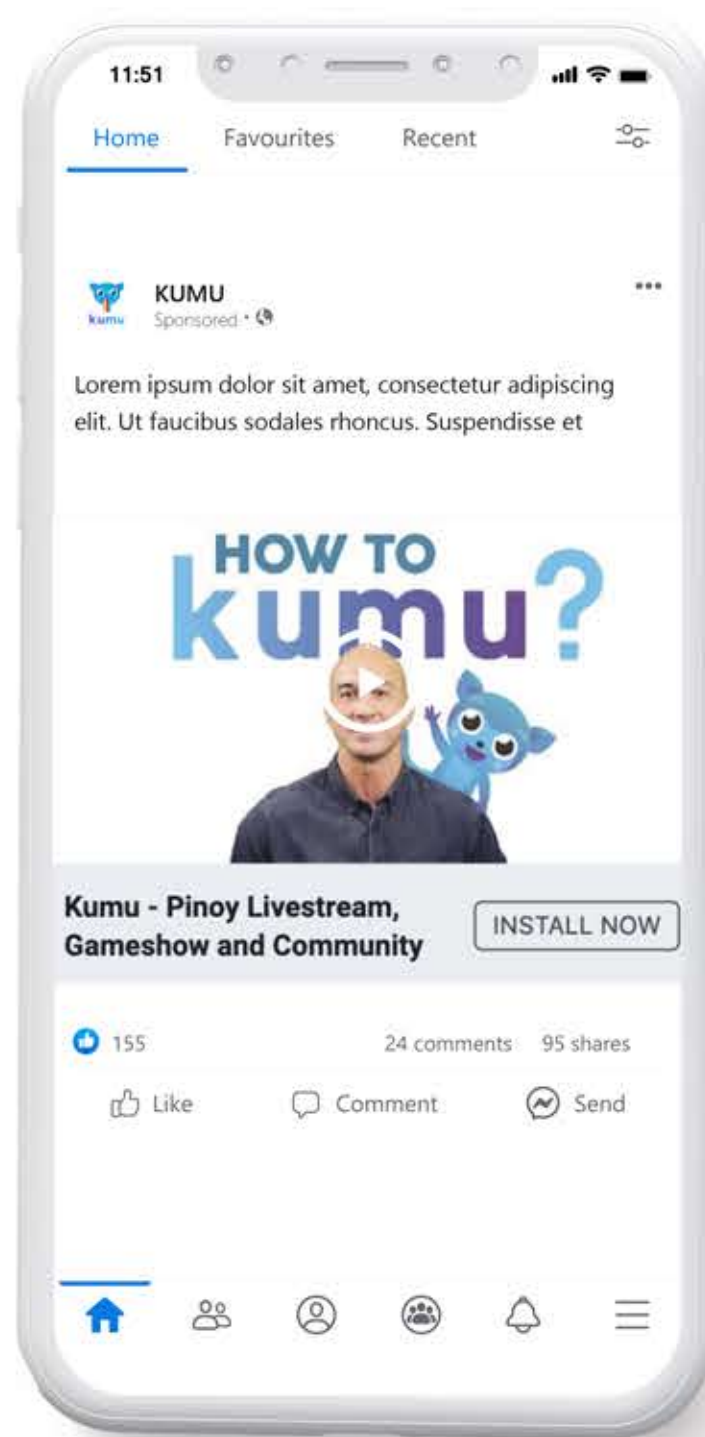
Focus on A/B Testing and Motion Video

The two main contributors to the overall performance lift was the high-profile targeting using 3rd Party Data and A/B testing using motion videos over static banners.

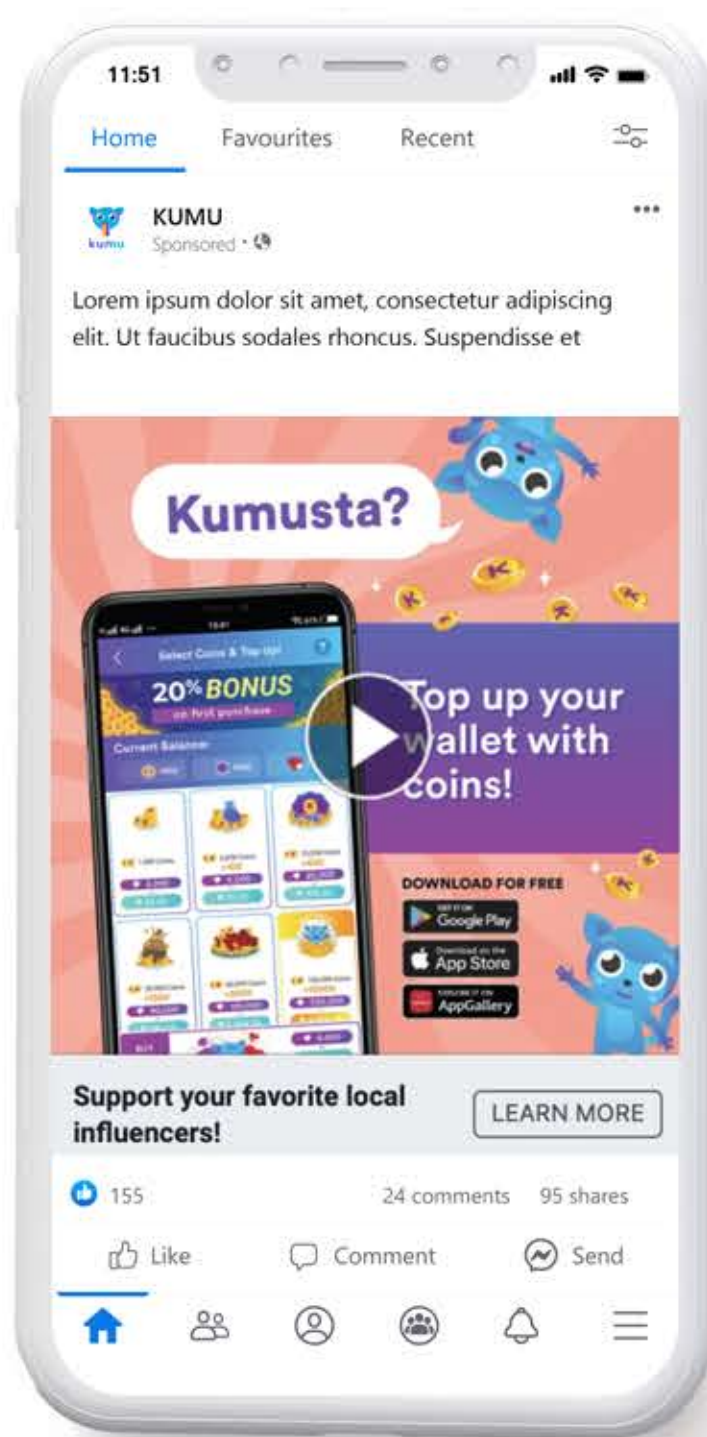
Top Performing for ROAS



Top Performing for App Installs



Top Performing for App Purchases



Contact Us



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