

himalaya

Mobile Growth Strategy

2020/11/21





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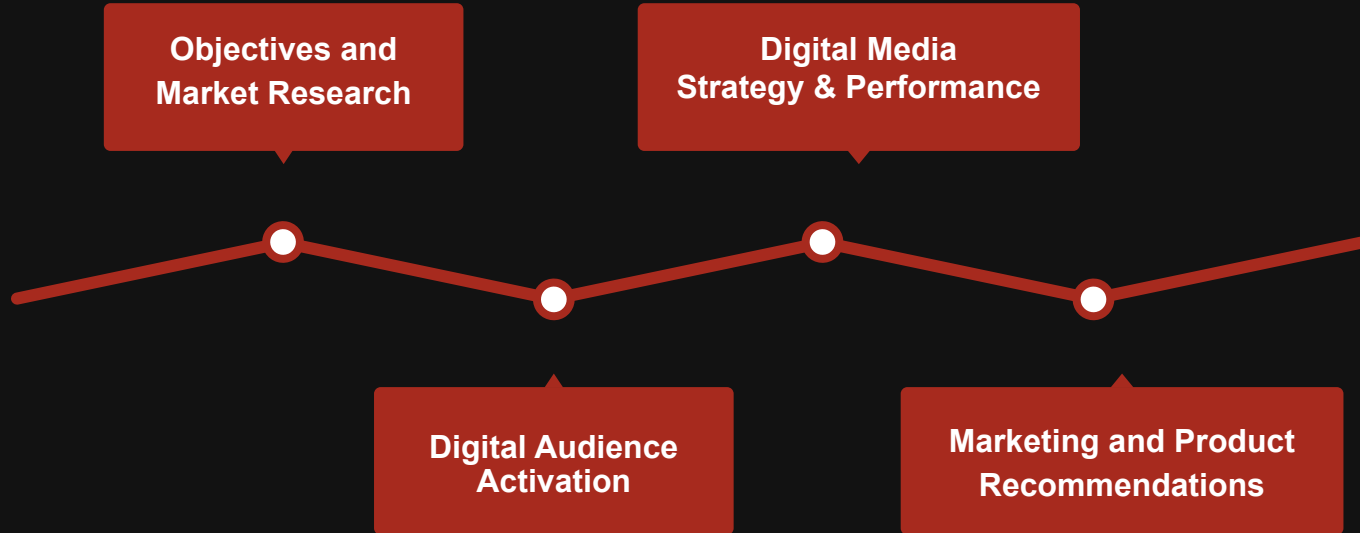
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Table of Content

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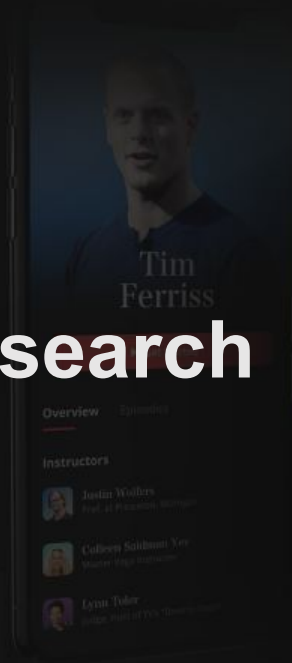
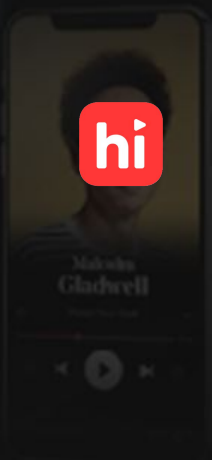
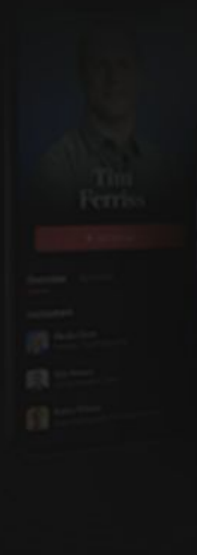
Objectives

objectives





Market Research



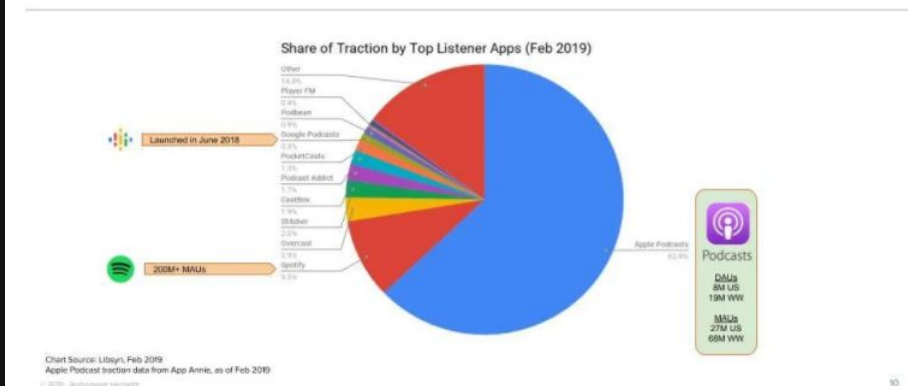
Podcast Industry Overview

Mature Industry with High Growth

- 75% of the U.S. population are “familiar” with the word “podcasting” ¹
- 55% of the U.S. population have listened to podcasts, 37% listened monthly ¹
- \$1 billion industry by 2020, \$3.3 billion by 2025 in the U.S. ²
- Growing at a compound annual growth rate of 27.5% from 2020 to 2027 ³

Dominated by Existing Players

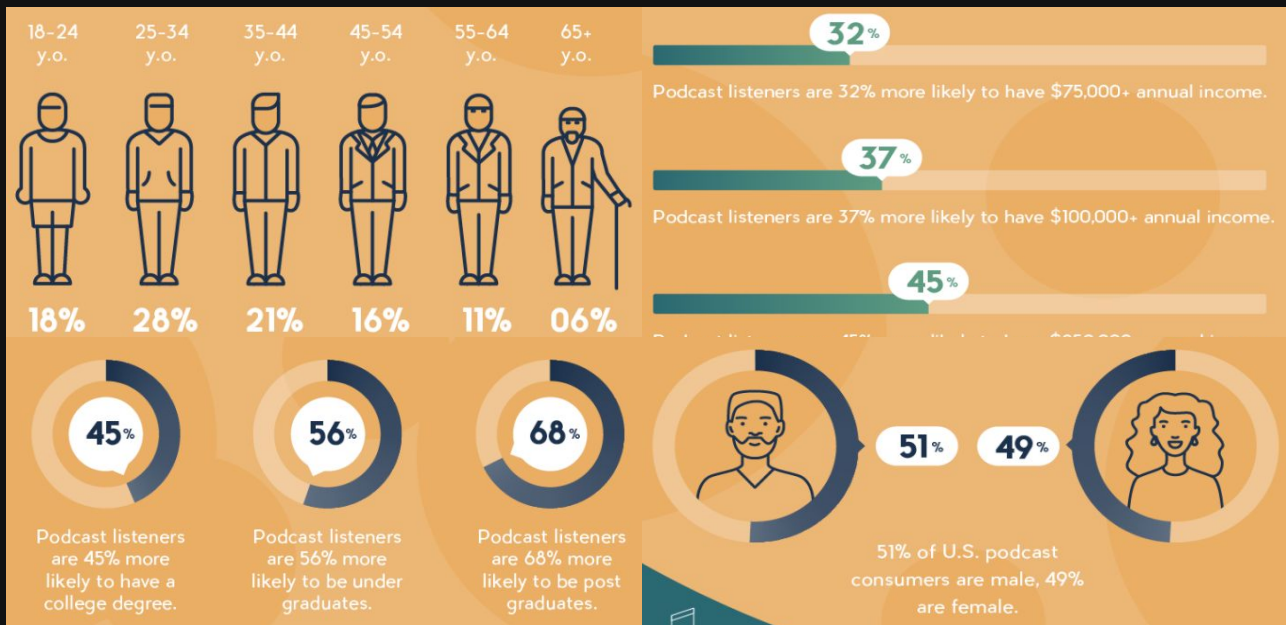
Apple Podcasts is still the dominant app for listening, though its share has declined from 80%+ to 63% in the past few years





Podcast Listeners Overview

PODCAST LISTENERS OVERVIEW



Young, Educated, High Income





Himalaya Core Competencies

HIMALAYA CORE COMPETENCIES

Podcast Network

Offers ready-to-listen podcast courses

- Podcast courses by professionals in fields such as career, health, entrepreneurship, communication, augmented intelligence, etc.

Original Content

Offers original, exclusive contents

- Paid premium courses by acclaimed instructors
- Organized learning through podcast

Social Audio Features

Proposed tipping feature, live audio streaming events¹

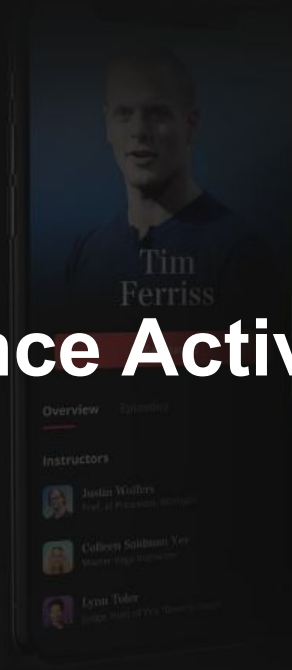
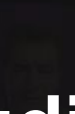
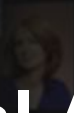
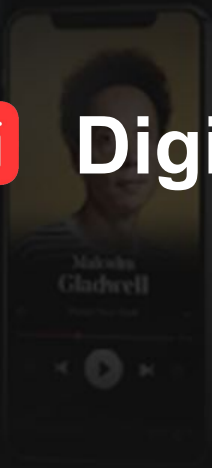
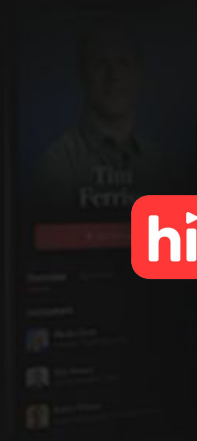
- Directly connecting audiences and their favorite creators
- Incentivize creators with audience growth and monetization

¹ Podcast Business Journal, 2019





Digital Audience Activation

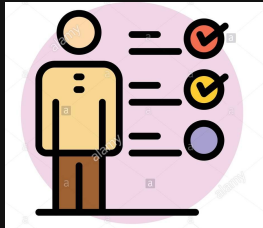




Digital Audience Activation

DIGITAL AUDIENCE ACTIVATION

Professional Skill Seekers - Finance & Mental Health



Demographic: Age 18 - 55

Interests: Finance/Personal Finance, Stress, Meditation, Healthy Lifestyles, Digital Audio, Online Course, Stock Market, Internship, Entry-Level Job, Job Hunting

Education Level: College Grad or Professional Degree

Industry: Business and Finance

Himalaya First Party Data: Lookalike Audience - App Installs

Popular Instructor Seekers - Malcolm Gladwell & Grant Cardone

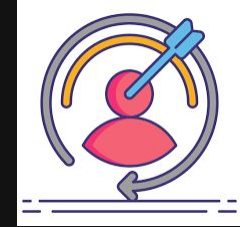


Demographic: Age 20 - 55

Interests: Malcolm Gladwell, Grant Cardone, Podcast, Digital Audio, Online learning, Personal, Self-employment, Entrepreneurship, The Tipping Point

Himalaya First Party Data: Lookalike Audience - App Installs

Retargeting App Installer



Demographic: Age 18 - 55

Himalaya First Party Data: Lookalike Audience - Sign up, Lookalike Audience - Start Free Trial, Custom Audience - App Install - Himalaya App





hi Digital Media Strategy & Performance



Paid Social - Facebook Ads

PAID SOCIAL - FACEBOOK ADS

Objective: Consideration & Conversion

Strategy: Utilize Himalay First Party and Facebook Second Party data to reach users early in the awareness funnel and drive them to Sign up Himalay account or Start a free trial.

Flighting: 11/12 - 11/17

Targeting:

- Popular Instructor Followers
- Professional Skills Seekers
- Retargeting APP Installer

KPI:

- Primary: CVR, Cost per App Install, Cost per Sign up
- Secondary: Click through Rate

Benchmark:

- CPI: \$1.8, CPSU: \$18.68, CTR: 0.73%, CVR: 13.58%

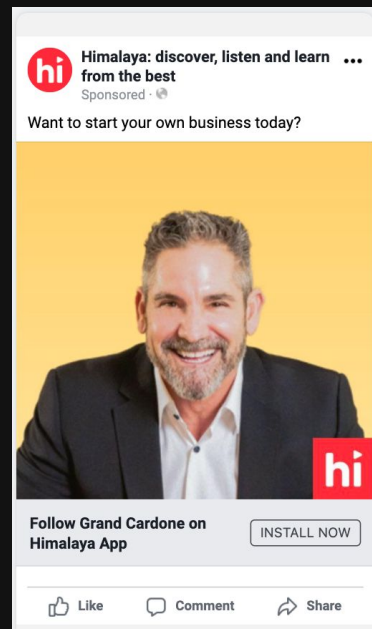



Consideration - Popular Instructor Test

Malcolm Gladwell



Grant Cardone





Consideration - Popular Instructor Test 11/14-11/15

Popular Instructor	Impression	Click	App Install	Sign up	CVR	Cost	CPI	CPSU
Malcolm Gladwell (MG) - Test	2,389	18	3	3	0.13%	\$29.58	\$9.86	\$9.86
Grant Cardone (GC) - Test	811	8	1	1	0.12%	\$9.86	\$9.86	\$9.86

- Instructors are chosen from Himalaya promoted instructors:
 - Best-seller author & General Knowledge
 - Entrepreneur & Finance
 - Academics
- Finalized based on Social media community activity and Google trend:
 - Engagement
 - Follower numbers
 - Content consistency
- Overall, MG outperformed GC in CVR, which showed 8.3% lift.
- MG drove sufficiently higher Impression volume over GC under Popular Instructor campaign.
- We moved forward with MG and paused GC considering limited budgets and flight time.



Consideration - Professional Skill Test

Finance

hi Himalaya: discover, listen and learn ...
Sponsored · 🌐

Discover a better way to explore Financial world.
Try install today.



The screenshot shows the Himalaya app interface with a grid of financial courses. The courses are:

- Start Your Own Online Business by Vikas Arora
- Entrepreneur to the Rescue by Vikas Arora
- The LightHouse by Vikas Arora
- Get Financial Freedom by Vikas Arora
- The Stock Market 101 by Vikas Arora
- Understanding Global Markets by Vikas Arora

Install and unlock Your Free Financial course


Unlock your free Financial Course today [INSTALL NOW](#)

Like Comment Share

Mental Health

hi Himalaya: discover, listen and learn ...
Sponsored · 🌐

Audios help. They entertain. They calm. They keep your minds relaxed. 😊




The screenshot shows the Himalaya app interface with a grid of mental health courses. The courses are:

- Mastermind in Your Pocket by Vikas Arora
- Stress Management by Vikas Arora
- Relaxation Techniques by Vikas Arora
- Self-Hypnosis by Vikas Arora
- Transcendental Meditation by Vikas Arora
- Mindfulness by Vikas Arora

Unlock your free stress relaxation course [INSTALL NOW](#)

Like Comment Share



Consideration - Professional Skills Test 11/14-11/15

Professional Skills	Impression	Click	App Install	Sign up	CVR	Cost	CPI	CPSU
Finance - Test	130	2	1	0	0.77%	\$1.77	\$1.77	N/A
Mental Health - Test	243	0	0	0	N/A	\$2.18	N/A	N/A

- Overall, we did see Finance tactic under Professional Skills campaign outperformed mental health tactic across all the KPIs, and it drove 2% lift in efficiency of CPI compared with benchmarks.
- Therefore, we decided to moving forward with Finance tactic and paused Mental Health tactic.





Consideration - Campaign Performance

	Impression	Click	App Install	Sign up	CVR	Cost	CPI	CPSU
Malcolm Gladwell	4,631	32	7	4	0.15%	\$55.82	\$7.97	\$13.96
Finance	248	2	1	0	0.40%	\$3.43	\$3.43	N/A
Evergreen	5,461	34	0	0	0.00%	\$20.49	N/A	N/A

- Overall, both Malcolm Gladwell and Finance tactics outperformed our Evergreen (Default) tactic across all the KPIs.
- Dive into each tactic, we saw Malcolm Gladwell tactic outperformed benchmarks of CTR and CPSU, it drove 5% lift in CTR and 25% lift in efficiency of CPSU. For Finance tactic, we saw it drove 10% lift in CTR compared with benchmark.
- Even though, we did not see both Finance and Malcolm Gladwell tactics drove the cost efficiency in CVR and CPI compared with benchmarks, we saw both CVR and CPI are starting to improve from 11/15. We do see the potential to leverage both tactics and we believe they will performing more efficient with sufficient scales.





Conversion - Retargeting App Installer

	Impression	Click	App Install	Sign up	Cost	CPI	CPSU
IOS	1602	4	0	1	\$22.74	N/A	\$22.74
Andriod	2,002	11	2	0	\$31.93	\$15.97	N/A

- Overall, we did not see both retargeting tactics drove the efficiency across all the KPIs.
- We believe the reasons for this could be the small scales of first party custom and lookalike audiences we leveraged for this campaign, and also the limited budget and flighting time should also be the big factors. Also, Q4 media spends is higher than other time should be considered as one of the factors.
- However, we did want to point out that our Retargeting App Installer campaign starting to show the lift in actions and scales on 11/17. We believe this Retargeting App Installer will starting to show efficiency and drive people to sign up and start a free trial with more budget and time.





Google UAC

Google UAC

Objective: Consideration

Strategy:

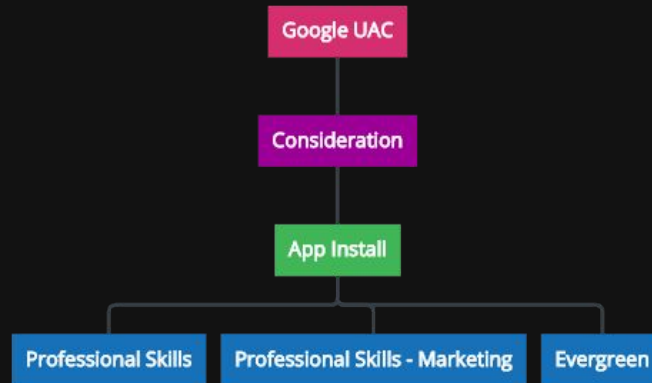
- Use install campaigns to drive growth of install users, and adjust bid and creatives to influence the number of signup users.
- Test with Android first to find better performed creatives
- C

Possible Adjustment

- Target CPI
- Creatives
- Budget

Initial Campaign Settings

App	Himalaya - Free podcast, Radio, FM&Audio Books (Android)
Goals	App Promotion
Campaign Type	App Install
Campaign Name	Team1_Android_Install_US_1102
Location	Global
Location	target: people in or regularly in your targeted locations exclude: people in your excluded locations
Language	English (US), Spanish
Budget	\$5
Bidding	Install Volumn - All users - \$1 CPI



Flighting: 11/12 - 11/16

KPI:

- Primary: CVR, CPI
- Secondary: Click through Rate

Benchmark:

- CVR: 0.5%, CPI: \$1.72





Google Campaign Performance

	Impression	Click	App Install	Sign Up	Cost	CTR	CVR	CPI
Evergreen	157,236	2752	26	/	\$34.85	1.75%	0.94%	\$1.34
Professional Skills	9,761	239	49	/	\$20.27	2.45%	20.5%	\$0.41
Professional Skills - Marketing (Closed)	6,913	115	5	/	\$5.14	1.66%	4.35%	\$1.03
Grand Total	211,251	3800	80	/	\$60.26	1.8%	2.1%	\$0.75

- We set three ad groups to target different audiences using text creatives tailored for each audience group.
- The overall campaign performance outperformed benchmark of CVR and CPI, it drove 320% lift in CVR, and 66% lift in efficiency of CPI.
 - Professional Skills ad group's 20.5% CVR and \$0.41 CPI outperformed other two ad groups. It drove 61% installs with just 30% of the overall cost
 - Professional Skills - Marketing adgroup is less competitive. It costs only \$5.14. We have closed it.
- The campaign hasn't pass the learning period, but we can tell a trend that ad groups with creatives specified the content of the the courses performs well. For next step, we will gradually increase daily budget and let the campaign pass learning period. If Professional skill ad groups still performs better than the Evergreen ad group, we can try to add other content focused groups. For example, Finance Group, Mental Health Group.





Creatives Performance - Professional Skills Adgroup

Asset	Asset type	Cost	Impr.	Clicks	Installs	CTR	CVR	CPI
Editor selected audio courses	Headline	7.04	1994	49	15	2.46%	30.61%	0.47
Learning at home	Headline	7.96	1595	64	11	4.01%	17.19%	0.72
Covering topics on Financial/Marketing/Entrepreneur to help you better manage career path	Description	2.62	3145	56	5	1.78%	8.93%	0.52

- Short headlines performs better than descriptions on CVR and on the number of installs.
- We can try to add some career-oriented text creatives in the headline





Creatives Performance - Evergreen Adgroup

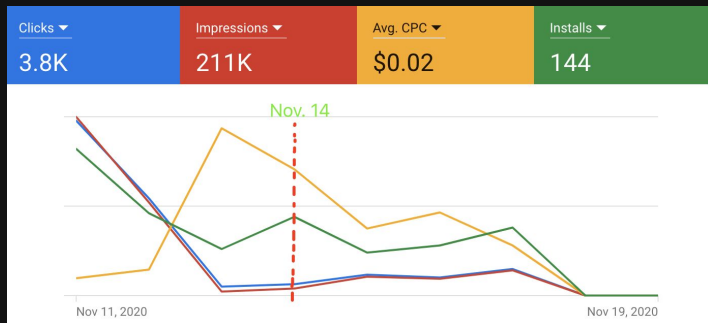
Asset	Asset type	Cost	Impr.	Clicks	Installs	CTR	CVR	CPI
Ask questions and communicate with instructors directly in the community of each class.	Description	7.73	28538	579	18	2.03%	3.11%	0.43
Listen to audio series to transform commute into a powerful learning experience	Description	8.13	37170	700	18	1.88%	2.57%	0.45
Courses are from the leading minds in the world like Elon Mask, Seth Godin, Tim Ferries.	Description	12.13	43576	790	18	1.81%	2.28%	0.67

- Long descriptions performs better than short headlines in Evergreen Adgroup.
- These three text describes how, when and who you can learn from. We can try to add some images and videos mathes these three text to improve the CTR and CVR.

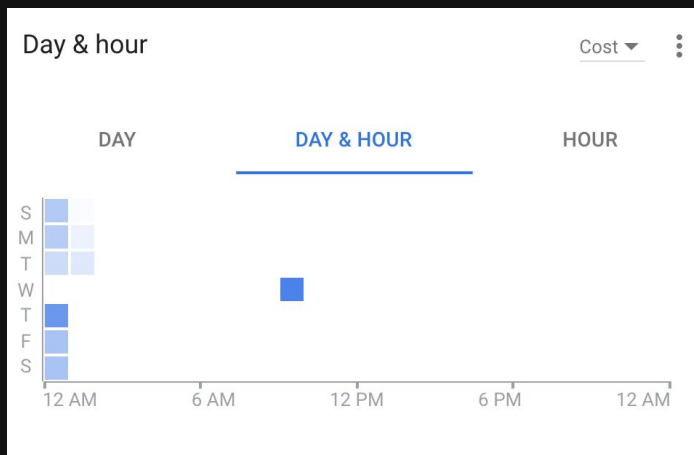




Other insights



- We increased the target CPI from \$1 to \$1.5 on Nov. 14. The average CPC dropped dramatically on that day, the number of installs, clicks and impressions are all increased. We can continue increase the target CPI to find the best bid that gives us the most installs with reasonable CPC.



- Because of the limited budget and bid, the campaign runs most at 12am during our test, so we couldn't tell if the campaign would perform better in the other time of the day. We should at least allow the campaign to run the whole day to find a better targeted time.





Execution Summary

EXECUTION SUMMARY

Media

facebook Ads



Google Ads

Timeline

- Research: Week 2 - 3
- Planning & Test: Week 4 - 6
- Execution: Week 7
- Analysis: Week 8

Results

Spend **\$194.67**

Total Install **85**

Total Sign Ups **5**

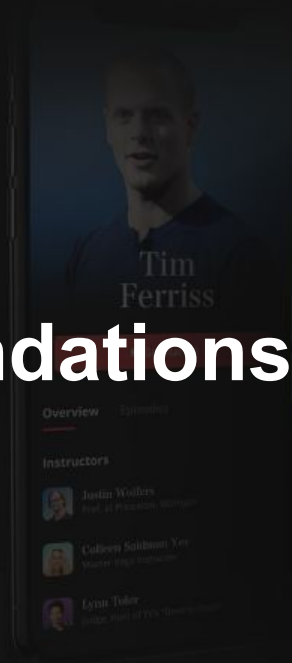
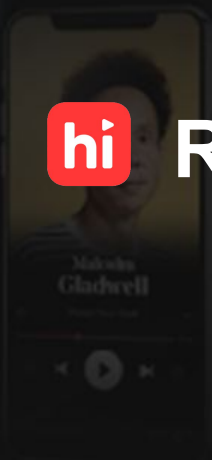
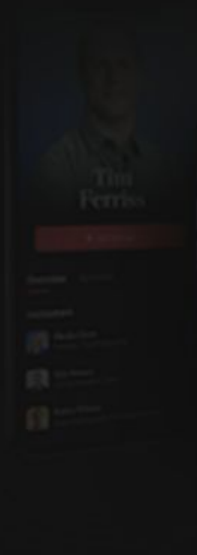
Avg. CPI **\$2.29**

Avg. CPSU **\$38**





Recommendations





Recommendations to Digital Marketing

1

Full Funnel Approach to drive actions

-Doing full funnel strategy to drive more sign up and start a free trial. Normally, users who are exposed across two or all three funnel stages are on average 314% more likely to do actions.

-We also recommend Himalaya to do more upper funnel campaign to raise the brand awareness in US market. It would be beneficial for Himalaya to do retargeting campaign in the future as Himalaya could collect more first party data.

2

Leverage Specific Audiences and Messaging strategy for across channel campaign

-Leverage both Facebook Ads and Google UAC to target specific audience and send tailored message

- Professional skills (Finance/career)
- Popular instructor name can be powerful

-Leverage different media strategy for each channel

- App Install - Google UAC
- Sign up/Start a free trial - Social Platform Ads

-Further Analytics Strategy

- Compare LTV/engagement for users from different campaign
- Drive payment growth from power users

3

Social Media Strategy

-We recommend expanding multiple channels for holistic digital marketing strategy.

- LinkedIn Ads
- More Frequent and consistent social media posting
- Influencer marketing:
 - Try to reach out to those popular instructors to ask them shoot a vlog or write a blog to their fans





Social Media Strategy for User Growth

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Prospect

- Viral and long lasting, therefore likely to create exponential impact on growth.
- Personalized, direct, interactable and measurable.
- Free

Implementation



- Post in target audience channels
- Create channel



- DM potential customers
- Post in main thread



- Main post (and hashtag)
- DM
- Follow competitor audience



- Create groups
- Post in target audience group

Measurement

- Optimize repetitive tasks using Python (i.e. selenium) script
- Iterative process, start simple
- Awareness score: YT/FB survey, etc.
- Guard-rail metric: Happiness index
- Funnel Analysis on engagement and spending: CTR -> CVR -> Install rate... / CPC -> CPI -> CPSU...
- Cohort/Segment Analysis: LTV for users from different Campaign/Interest/Time
- (Multi-touch attribution): conversion contribution





Recommendations to Himalaya Product

RECOMMENDATIONS TO HIMALAYA PRODUCT

1

Himalaya Community

- Clearer call to action to build stronger sense of community
- Add a function/ tab in the interface
- More social functions to add friends/chat

2

Referral

- Invite your friend to unlock your episode

3

Longer Free Trial Period

- Provide more free courses for longer time to increase customer loyalty

4

Adjust/Test the Revenue Model

- Adding individual courses selling on monthly subscription
- Testing before Launch: e.g Provide more free episodes to see if subscription rate will increase

5

App Reviews

- Establish clear call to actions to give app reviews with additional promotion code, such as "Save 5% off when you kindly leave an app review"

6

Personal User Profile

- When users register their account, you can ask for more information instead of only the username--To make the profile more personal, and get more data at the same time.

7

More Incentives to Stay

- Completion of one free audio course unlocks a paid audio course

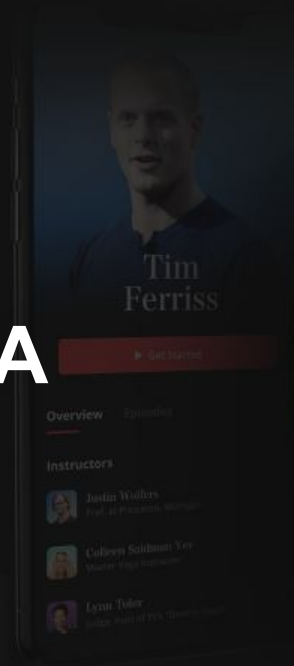
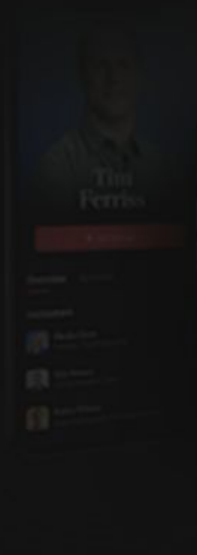
8

Enrich the Learning Experience

- Collaborate with other online learning platforms to incorporate audio courses into the certification process



hi Q & A



Thank You!

