himalaya Mobile Growth Strategy

TEAM 1 2020/11/21









Byron@San Jose Product Data Analyst



Clara@Chicago Risk Advisory



Yue@Massachusetts WPI Business Analytics



Alex@Los Angeles Senior Analyst, Marketing Sciences



Yingying @NY NYU Undergrad-Junior/Econ

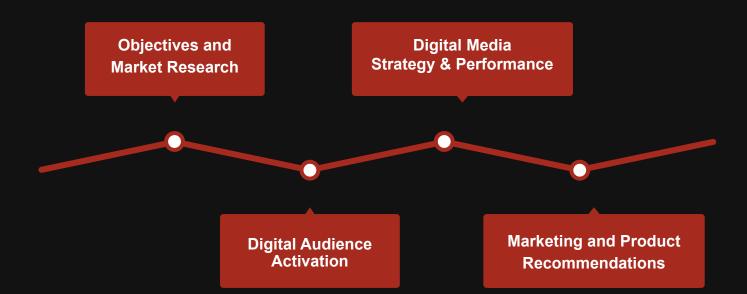


Leah@Shanghai Growth Marketing



Nancy@Shanghai Product Operation

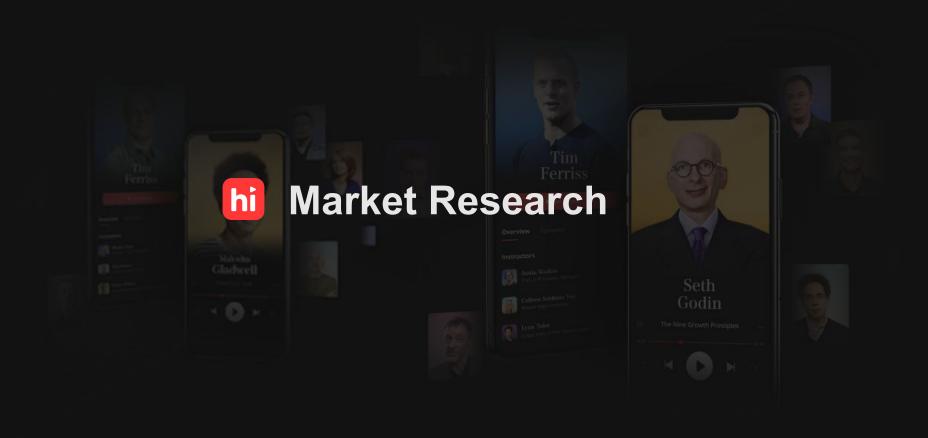
Table of Content





Business Objective:Profitable User Growth

Marketing Objective: Increase Sign up & Trial Users



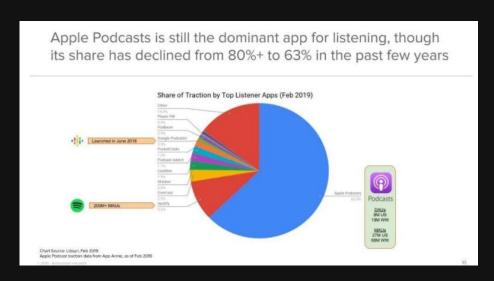
Podcast Industry Overview

odcast industry Overview

Mature Industry with High Growth

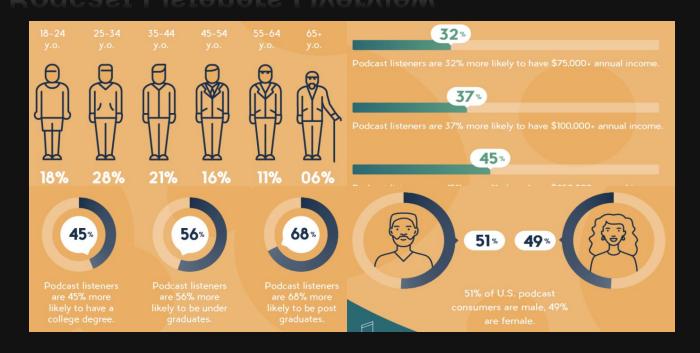
- 75% of the U.S. population are "familiar" with the word "podcasting" 1
- 55% of the U.S. population have listened to podasts, 37% listened monthly ¹
- \$1 billion industry by 2020, \$3.3 billion by 2025 in the U.S. ²
- Growing at a compound annual growth rate of 27.5% from 2020 to 2027 ³

Dominated by Existing Players



¹ Nielson, Edison Research, 2019 ² Deloitte, 2019, ³ Grand View Research, 2019

Podcast Listeners Overview



Young, Educated, High Income

Himalaya Core Competencies

nimalaya 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

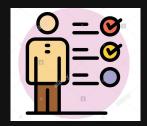
- Directly connecting audiences and their favorite creators
- Incentivize creators with audience growth and monetization



Digital Audience Activation

Jigitai Audience Activaton

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



Paid Social - Facebook Ads

ald 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

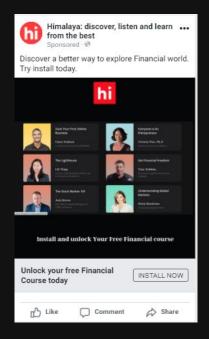
Popular Instructor	Impression	Click	App Install	Sign up	CVR	Cost	СРІ	CPSU
Malcolm Gladwell (MG) - Test	2,389	18	3	3	0.13%	\$29.58	\$9.86	\$9.86
Grant Cardone (GC) - Test	811	8	1	1	0.12%	\$9.86	\$9.86	\$9.86

- 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.

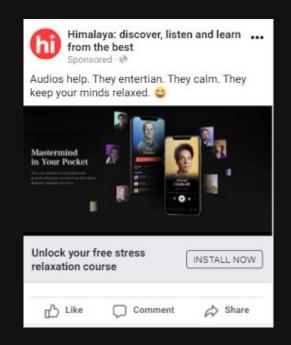
Consideration - Professional Skill Test

Consideration - Professional Skill Test

Finance



Mental Health



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

Professional Skills	Impression	Click	App Install	Sign up	CVR	Cost	СРІ	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	СРІ	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	СРІ	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

Objective: Consideration

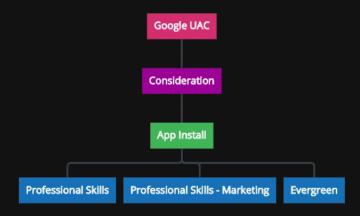
Strategy:

- 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

pitial Campaign C	ottinge
Арр	Himalaya - Free podcast, Radio, FM&Audio Books (Android)
Goals	App Promotion
Campaign Type	App Install
Campaign Name	Team1_Android_Install_US_1102
	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	СРІ
Evergreen	157,236	2752	26	1	\$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	1	\$5.14	1.66%	4.35%	\$1.03
Grand Total	211,251	3800	80	I	\$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 doves 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	СРІ
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

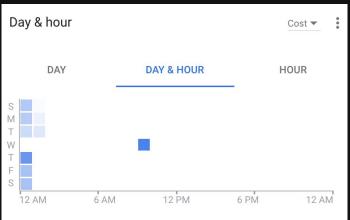
Asset	Asset type	Cost	Impr.	Clicks	Installs	CTR	CVR	СРІ
Ask questions and communicate with instructors directly in the community of each class.	Description	7.73	28538	579	18	2.03%	3.11%	0.43
Listen to audio series to transform commute into a powerful learning experience	Description	8.13	37170	700	18	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



.

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



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 like 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.

Leverage Specific Audiences and Messaging strategy for across channel campaigr

- -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

Viral and long lasting, therefore likely to create exponential impact on growth. **Prospect** Personalized, direct, interactable and measurable. Free - Post in target audience - DM potential - Main post (and hashtag) **Implementation** - Create groups channels customers - DM - Post in target - Create channel - Post in main thread - Follow competitor audience 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

-Clearer call to action to build stronger sense of community

- -Add a function/ tab in the interface
- -More social functions to add friends/chat

Refera

-Invite your friend to unlock your episode

Longer Free Trial Period

Provide more free courses for longer

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

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

App Rev

-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"

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.

More Incentives to Stay

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

Enrich the Learning Experience

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



Thank You!

















