

# 8fit Market Expansion

December 12<sup>th</sup>, 2019

*Data Analytics Team*

# Preface:

Data is from Q4 / 2016 – 01 / 2017

*4-month span*



# Consideration #1:

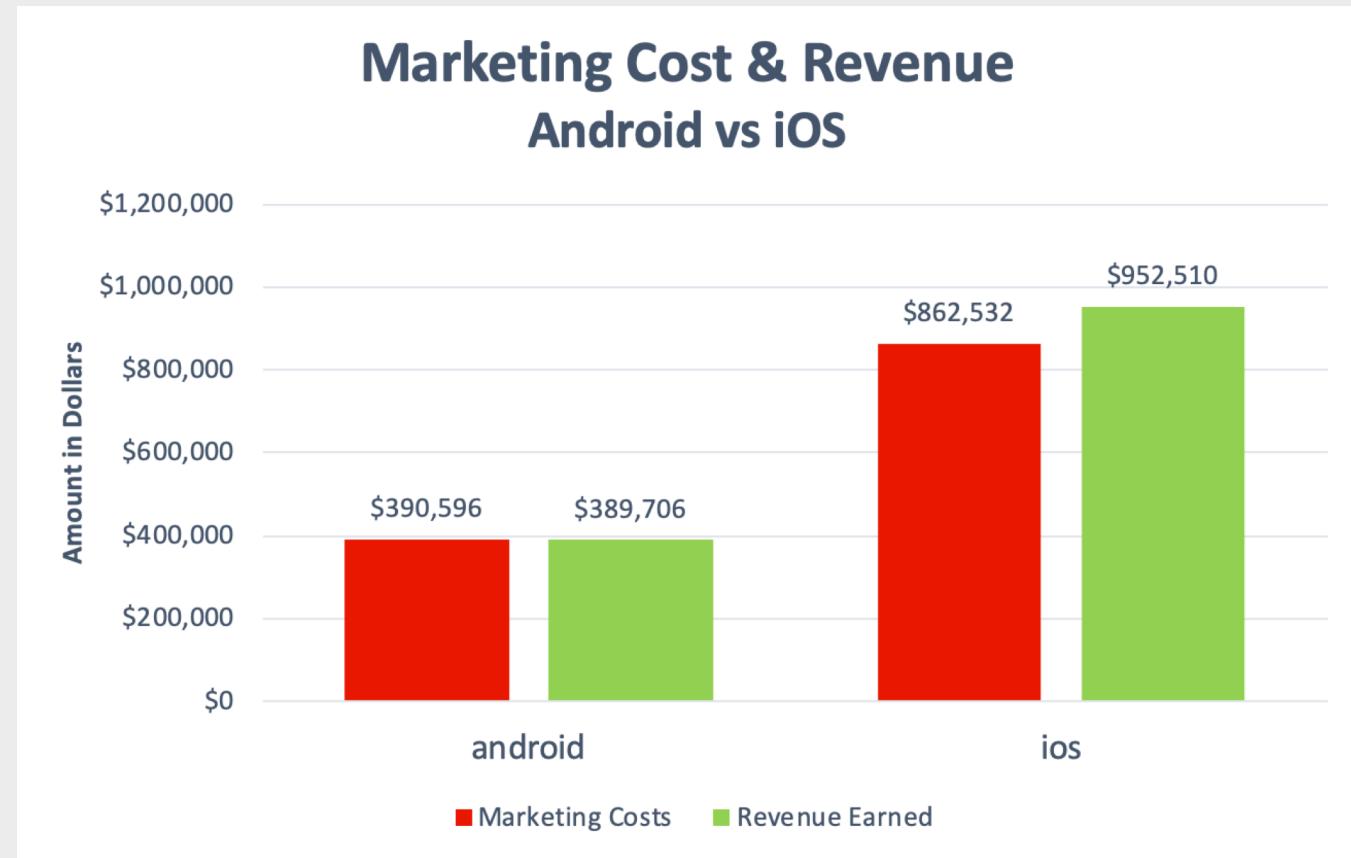
## Android vs iOS?



# Android vs iOS: Financial Overview

- Android costs & revenue balance out  
→ ad-spend return ratio = ~1.0
- iOS revenue exceeds costs  
→ ad-spend return ratio = ~1.1

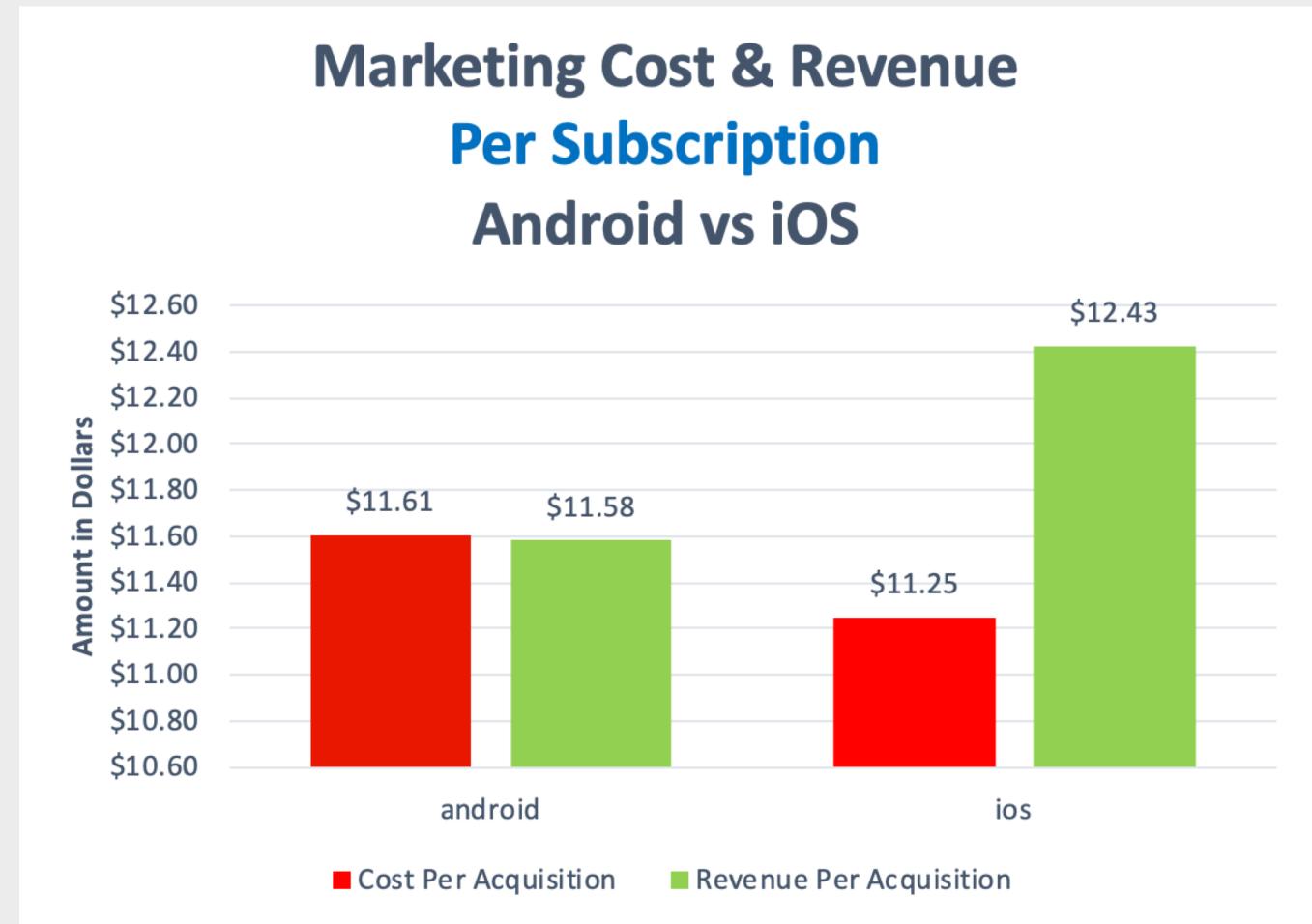
**money actually being earned with iOS!**



# Android vs iOS: Per Subscription Level

- Android costs & revenue balance out (again)
- iOS cheaper & more earned per subscription than Android!

**WINNER: IOS**



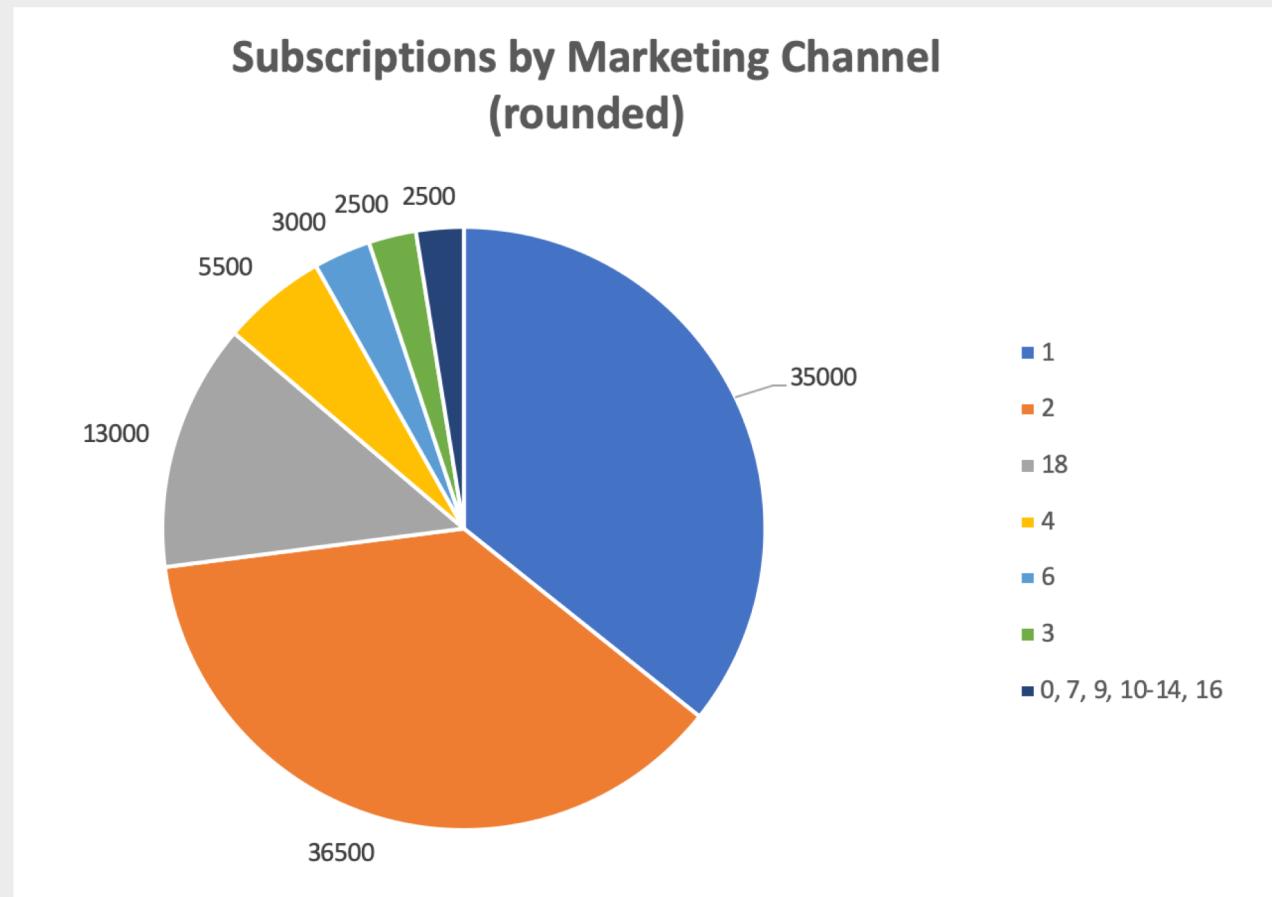


# Consideration #2: Marketing Channels?



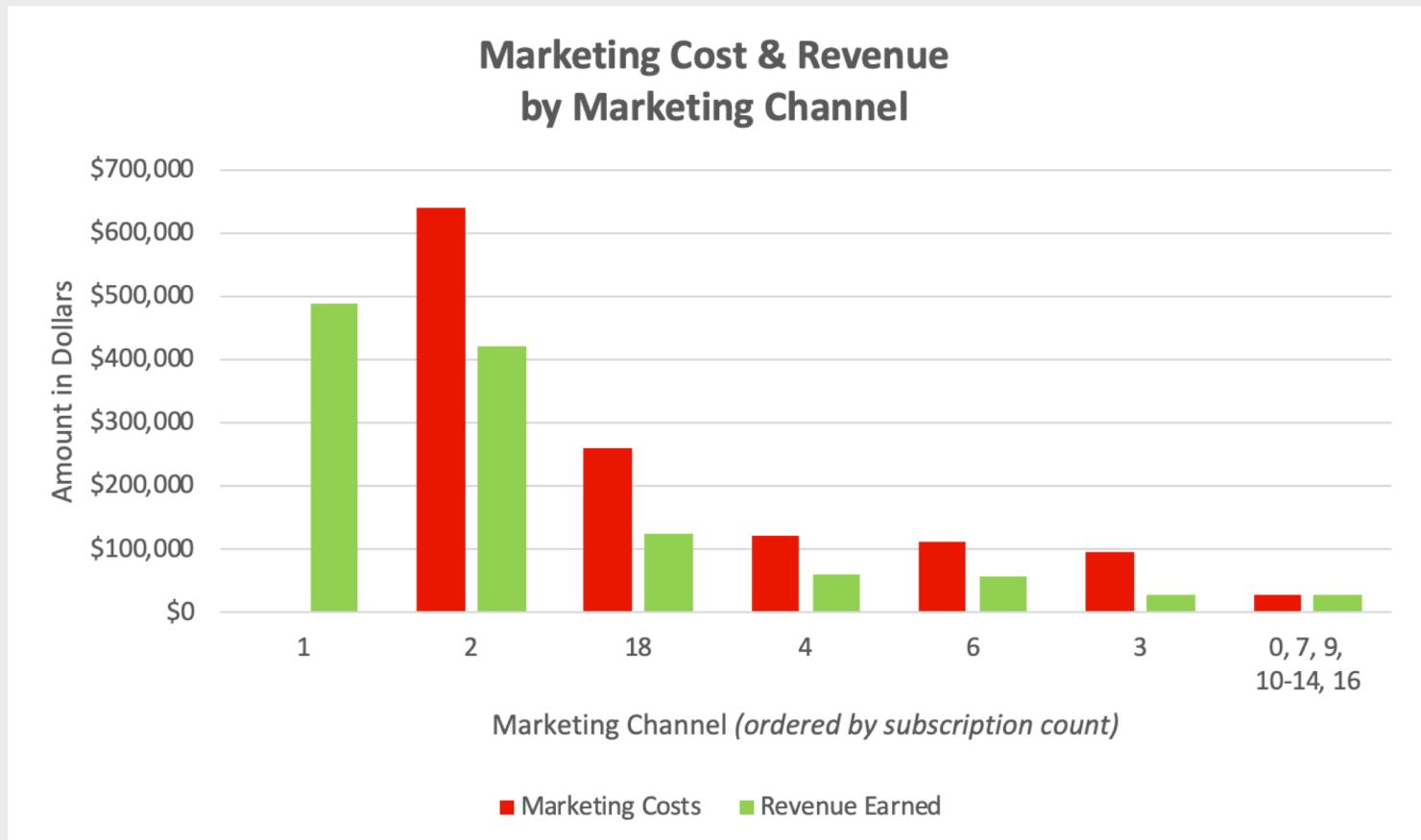
# Marketing Channels: Getting Subscriptions

- Channels 1 and 2 **dominate** subscription count
  - Though, Channel 1 not paid
- Channels 18, 4, 6, and 3 have a good foundation
  - great potential for subscriber growth



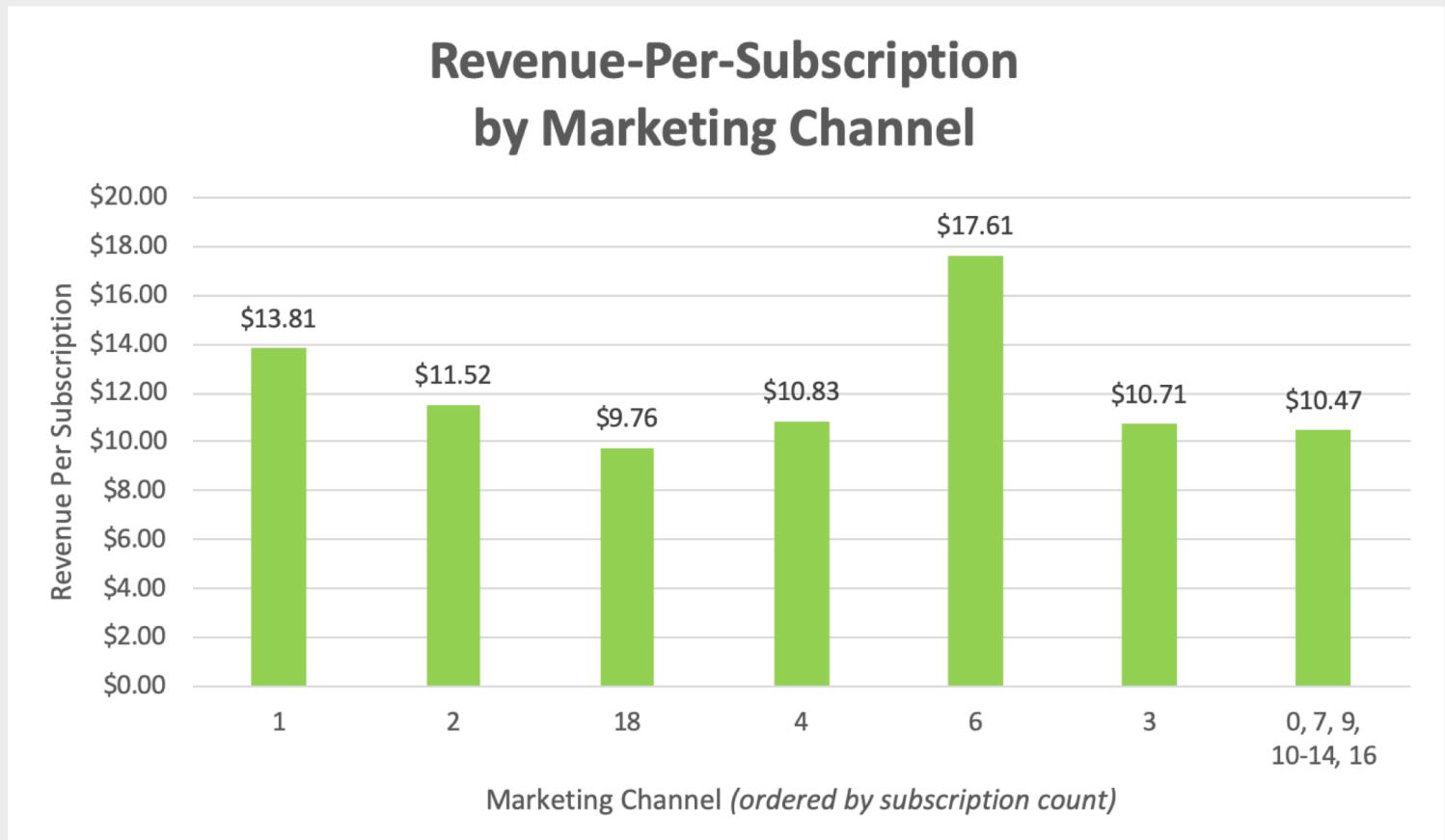
# Marketing Channels: Revenue vs Cost

- Aside from Channel 1, all major channels cost more than their revenue
- Ad-spend return ratio:
  - Channel 2 = ~ 0.66
  - Channel 18 = ~ 0.49
  - Channel 4 = ~ 0.50
  - Channel 6 = ~ 0.52
  - Channel 3 = ~ 0.30



# Marketing Channels: \$ Per Subscription

- Channel 6 earns the most, per subscription
- Indication: it has more potential to earn \$ vs Channel 4
  - Note: **not necessarily** more potential to grow subscription count



# Marketing Channels: Conclusion

- Channel 4 definitely has potential for improvement
- However, by comparison, Channel 6:
  - has similar subscription count
  - has better ad-spend return ratio
  - earns more per subscription

**Recommendation:**

**Focus on growing Channel 6 over Channel 4**



# Consideration #3: United Kingdom?



# Countries: Top 10 By Subscribers

- United Kingdom currently #4 by new-subscriber count
  - **Room for growth,** esp. to catch up to US!

No.	Country	Subscriptions
1	US	43965
2	CA	8548
3	ES	5770
4	GB	5418
5	MX	5131
6	AU	5065
7	FR	4874
8	CH	4237
9	DE	3285
10	AR	2693

# Countries: Top 10 By Subscribers

- And in fact, United Kingdom is actually the **cheapest** in terms of acquisition cost.

(Actually, it's the absolute cheapest even **out of the TOP 20 COUNTRIES!**)

No.	Country	Subscriptions	Cost of Acquisition
1	US	43965	\$12.64
2	CA	8548	\$13.79
3	ES	5770	\$10.48
4	GB	5418	<b>\$7.13</b>
5	MX	5131	\$8.65
6	AU	5065	\$11.87
7	FR	4874	\$8.86
8	CH	4237	\$13.78
9	DE	3285	\$8.49
10	AR	2693	\$7.91

# Countries: Top 10 By Subscribers

- In addition to all that, United Kingdom even has one of the highest ad-spend return ratios
  - Lots of “bang-for-buck”, esp. lots more than Top 3

**Recommendation:**  
**United Kingdom is a  
GOOD INVESTMENT!**

No.	Country	Total Revenue	Total Cost	Ad Spend Return
1	US	\$545,541	\$555,926	0.98
2	CA	\$102,881	\$117,899	0.87
3	ES	\$56,684	\$60,488	0.94
<b>4</b>	<b>GB</b>	<b>\$48,696</b>	<b>\$38,620</b>	<b>1.26</b>
5	MX	\$45,118	\$44,408	1.02
6	AU	\$70,181	\$60,105	1.17
7	FR	\$63,040	\$43,176	1.46
8	CH	\$73,090	\$58,369	1.25
9	DE	\$31,516	\$27,894	1.13
10	AR	\$40,262	\$21,296	<b>1.89</b>



# Questions?

