

CASE STUDY

# LIVE RUGBY STREAMING

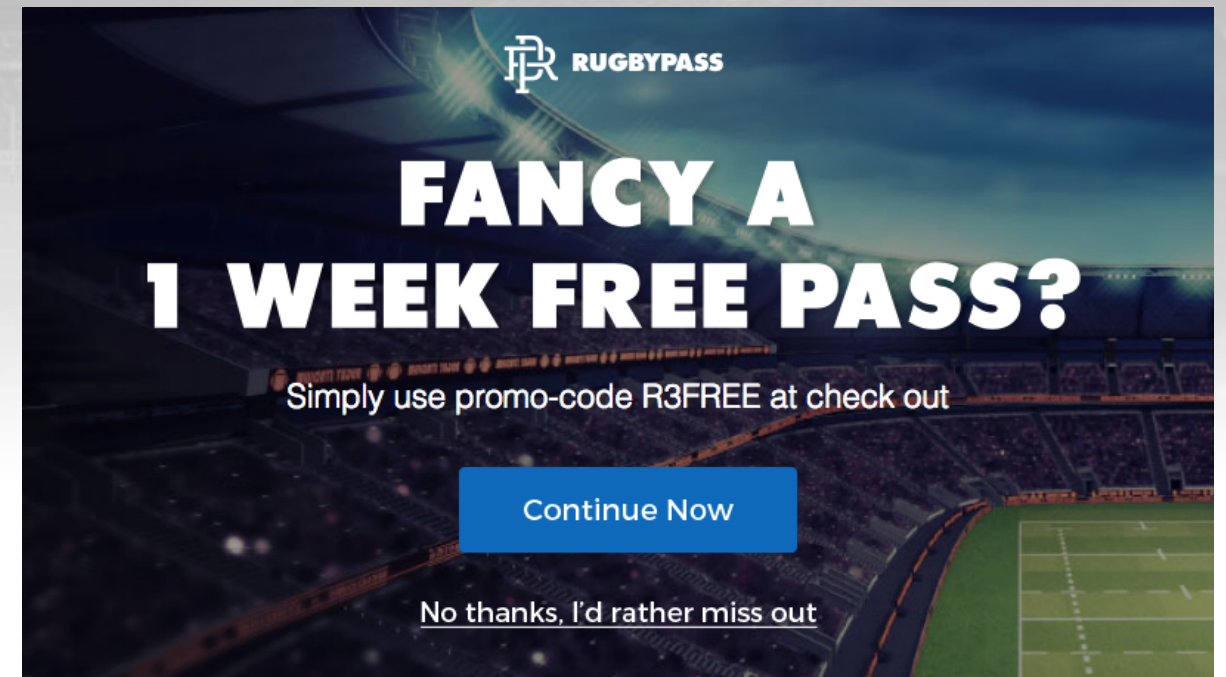
The Golden Boys of online Rugby content. The Rugby Pass Network consists of four online brands with a common back-end – the largest online Rugby platform in the world, featuring the deepest and best content. Rugby Pass are an official rights-holder and streaming platform for premium rugby across 30+ Asian & European markets.



## Client Testimonial

R3engage has completely transformed how Rugby Pass interacts with our abandoning website traffic. With us having such a geographically wide audience, our exit strategies can often be quite complicated but being able to differentiate campaigns based on location and different stages of the user journey has allowed us to easily tap in to a revenue stream we never knew existed. Set up was very easy, the cost is very competitive and reporting is very efficient. Jack and his team have been absolutely brilliant in ensuring we maximise our ROI so we're excited to continue our work with R3engage for months to come."

**Alex Borthwick** – Head of Subscription Sales & Marketing



## The Strategy

As with the majority of rights holders, Rugby Pass' live streaming audience is limited to users within certain territories. Alex and the team at Rugby Pass had a clear strategy in mind – segregate the traffic based on location and target certain demographics with bespoke offers.

Using our geo look up feature, we targeted users predominantly within the APAC region with 2 different creatives on a split test basis. One creative offered 25% off an annual subscription to the Rugby Pass streaming service, the other creative a 1 week free trial. During the initial trial, the results were slightly in favour of the 1 week free trial, however, displaying the 25% off creative to 100% of the abandoning traffic would drive higher incremental value so the decision was made to switch solely to the 25% off creative.

Moving forward, Alex and his team plan to take in to consideration the differentiation in average living wages across the Asian Pacific and use the R3engage geo look-up feature to differentiate discount amounts to users from different countries within the continent.



## The Results

- ✓ £7000+ in subscription sales from 50% of traffic
- ✓ 350% ROI
- ✓ 100+ new email addresses acquired through 1 week subscriptions
- ✓ Increased knowledge on website abandonment trends