

# Cable Network's Subscribers Grew by 6.2%

63%

conversion efficiency  
improvement

6.2%

subscriber growth  
increase



## Overview

One of the nation's largest and fastest internet providers engaged Stirista to improve conversion efficiency and grow subscriptions for its OTT streaming service.

## Objective

The Cable Network had not achieved measurable success beyond direct response channels such as paid search and app store placements. They needed a paid media program that could expand their marketing reach and increase their subscriber base through scalable, high-performing channels.

## Solution

Stirista began by onboarding the client's first-party data and collaborating with our data science team to identify high-signal characteristics that had driven early user growth. Based on this analysis, we created custom modeled prospect audiences using Stirista's proprietary data segments.

Following this, we partnered with the client to develop a multi-layered performance measurement plan focused on the primary KPI: streaming subscriptions. Recognizing that the product was still in an early stage, we anticipated that the campaign would require testing, optimization, and analysis across all

levels. The measurement plan allowed for evaluation of different campaign elements and consumer interactions, enabling the team to identify actionable insights quickly and make informed adjustments.

We then executed a coordinated multichannel campaign using CTV, OTT, display, and acquisition email to drive cross-channel frequency and move qualified prospects toward subscription.

## Results

The campaign launched with moderate success, generating strong interest and web traffic from potential customers. Attribution reporting showed that the campaign was effective at attracting prospects who were interested in learning more, but many were not completing the subscription process.

Instead of accepting limited results, Stirista used the data and measurement infrastructure already in place to investigate the issue further. By analyzing campaign and website activity, we identified two key points of friction that were preventing users from converting. These insights allowed us to recommend targeted, easy-to-implement changes to both creative assets and the website experience.

Once these changes were made, the campaign experienced a 63% improvement in conversion efficiency. Targeted markets saw a 6.2% increase in subscriber growth, and subscriber acquisition costs came in well below the original KPI threshold.

