

How Infinity Converts Leads and Increases Customer Engagement





Company Information

Infinity is an Italian video streaming provider that transforms their customers' cinematic dreams into reality. As the primary on demand streaming service in Italy, Infinity offers access to a rich catalogue of movies, TV shows, fictions, cartoons, blockbusters and more.

Customers can stream Infinity content anytime, anywhere, via any device, including PC, Mac, Android Tablet, iPad, Smart TV, Play Station, Xbox, Decoder, Blu-Ray, Chromecast Stick and Smartphone.

Infinity turned to Mapp to achieve greater awareness and consumer engagement across all devices. With Mapp Digital Marketing Center, Infinity has implemented an effective, automated multichannel and multi-step marketing strategy in order to engage and reengage their users.

Challenge

Infinity had established a strong foundation for customer engagement, but recognised an opportunity to use more individualised communications that would drive consistent reengagement. The company wanted to offer connected, relevant experiences via various devices for each customer and prospect. With such a varied range of content available for streaming — differentiating Infinity's services

from competitors in and of itself — it needed a business plan to deliver messages that resonated with customers.

The company had already made strides in developing a mobile application for streaming content, but needed to find a way to continually engage customers over time. Infinity also wanted an easy process to create newsletters with individualised content.

Social media marketing was also a priority, and Infinity needed to leverage this channel to generate leads, convert prospects, and reengage consumers.

Solution

With Mapp Digital Marketing Center, Infinity created a business strategy that enabled Email, Mobile and Social Marketing.

An Integrated Marketing Approach: Email

In order to engage prospects and convert them to customers, Infinity created automated email campaigns through the Automation Whiteboard functionality of Digital Marketing Center.

Infinity's marketing team understood the value of building relationships as early as possible with relevant messaging. A custom "Welcome Program" was designed for prospects that opt in for a 30-day trial period.

After the trial subscription begins, triggered, individualised emails are sent to prospects, inviting them to officially subscribe, on days two, four, nine and 12. Trial and paid subscriber conversion rates dramatically increased, reducing the CTA cost overall.

In addition to generating leads, Infinity also prioritized newsletter communications with current customers. Thanks to Digital Marketing Center, the marketing department no longer needs IT or external agencies to create newsletters with individualised content. Using the Content Management System, the marketing team has created newsletter templates that populate with suggested content based on customer user status. Infinity has saved time and money, and now has the ability to create individualised, responsively-designed newsletters.

Mobile

In addition to email, Infinity wanted an alternative touch point to further augment engagement. The company saw opportunity in leveraging an additional channel to engage with those clients that had already received email communications, yet had chosen not to subscribe.

Integrating email and mobile communications requires careful planning. Infinity uses Mapp Digital Marketing Center to create cohesive experiences regardless of whether customers interact with the brand via a mobile phone, desktop, or any other device.

Upon implementation, Mapp enabled integration between the Infinity mobile application and Digital Marketing Center. Individualised mobile push messages and notifications can now be sent, increasing awareness and engagement.

Social Media

If Infinity does not succeed in engaging a consumer via email or mobile, they start a reengagement process on social media using the Facebook Custom Audience functionality of Digital Marketing Center. The marketing team first established a target audience for users between 18 and 35 years of age, then created messages and content to engage that specific audience. Furthermore, Infinity can now reactivate lost users through targeted ads on Facebook.

infinity

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With Digital Marketing Center, Infinity executed engaging welcome email campaigns like this one.

Results

- Increased mobile app engagement by more than 20%
- Increased reengaged customers on Facebook by 10%
- Increased email open rate by 30%
- Converted 20% more prospects to customers

By adopting a more customer-centric perspective and putting email, mobile and social at the core of its marketing, Infinity has seen significant improvement in engagement, lead conversion, and customer interaction.

The automated welcome campaign set up through Automation Whiteboard has increased email open rates by 30% and converted 20% more prospects into customers. After integrating the Infinity mobile application with Digital Marketing Center, user interaction has increased by at least 20%. By leveraging social marketing capabilities, Infinity has not only been able to acquire new customers through Facebook communications, but has also seen an increase of 10% in reengaged customers. Last but not least, churn rate has seen a significant decrease since Infinity launched its multi-channel digital marketing campaign.

Mapp Digital Marketing Center gave Infinity the tools and technology necessary for the company to achieve more connected customer interactions. In comparison to previous marketing efforts, Infinity has created greater awareness and engagement through marketing tactics that individualise experiences for every user. For Infinity, the value of making customers aware of their prime video streaming services has proven to be invaluable.

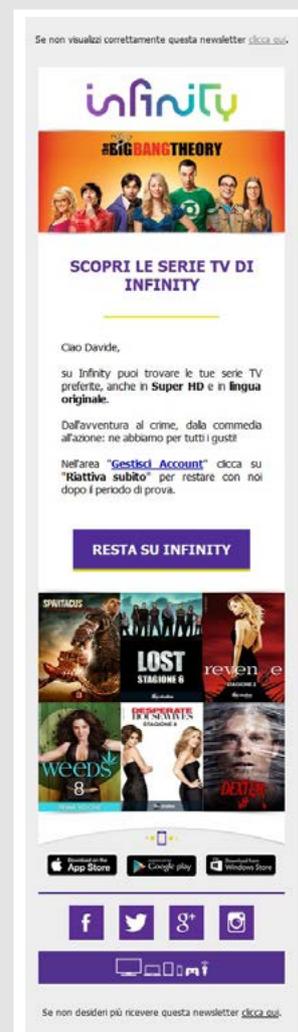
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Infinity used Digital Marketing Center to send newsletters optimized for mobile users.



Infinity was able to deliver relevant mobile push messages like this one, which reads, "Scrub: The craziest doctors on TV await you! Happy watching."

To learn more about how Mapp Digital Marketing Center can power your marketing, visit mapp.com