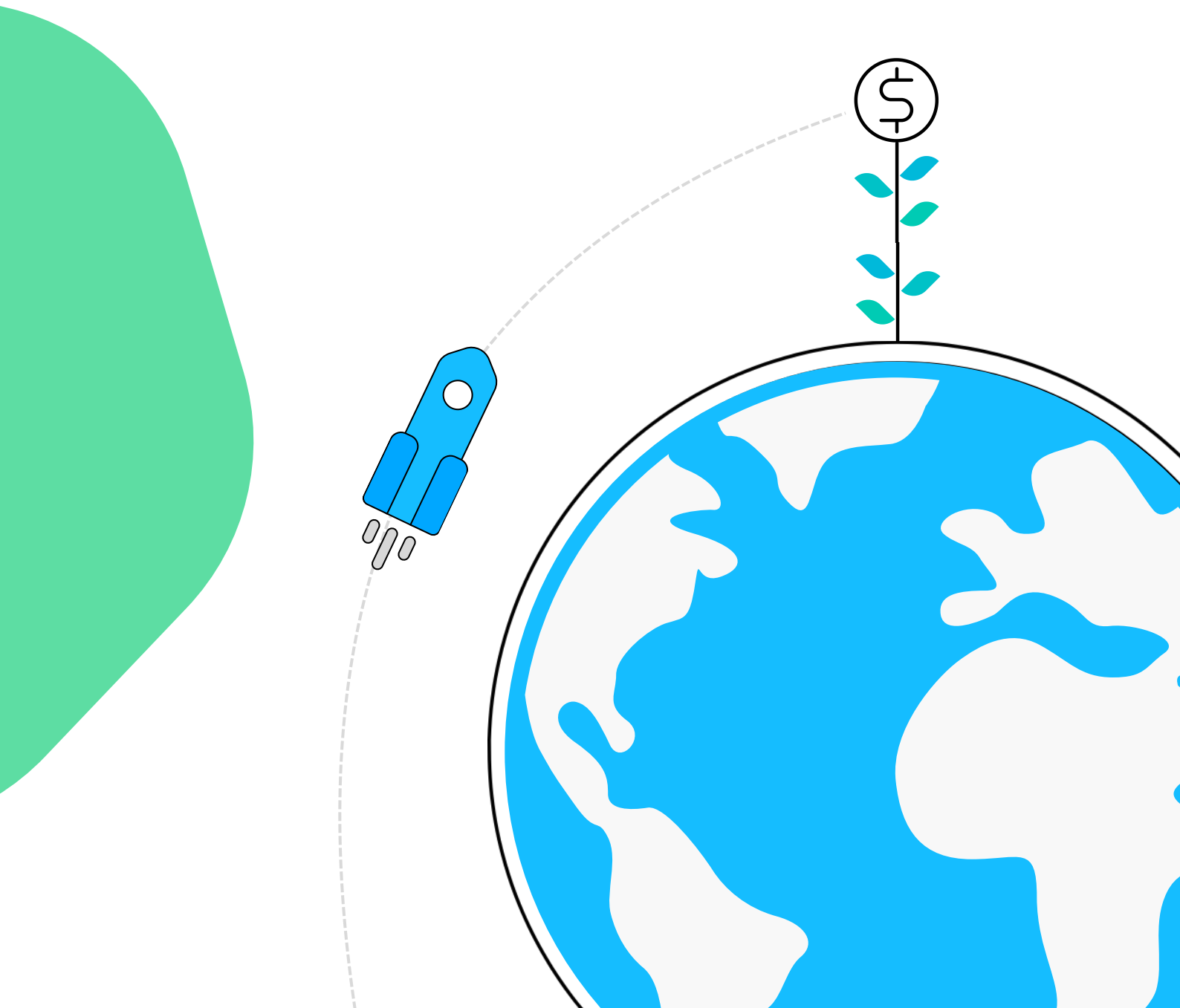


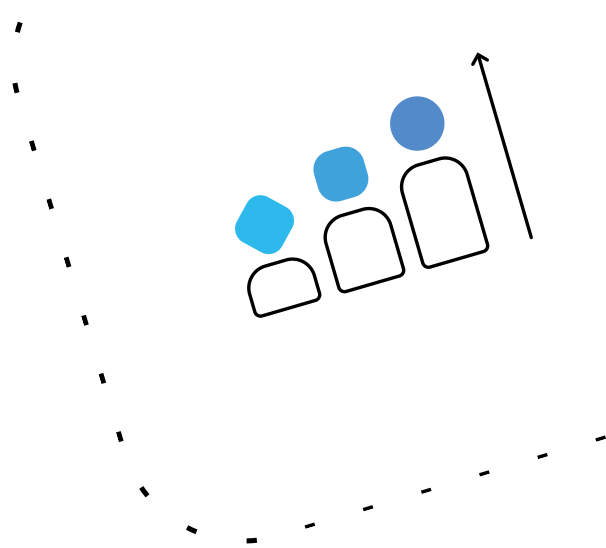


Across The Pond & Beyond

How a Leading Streaming Service Embraced Cloud-Based
User Lifecycle Strategies to Accelerate Global Growth



Launched in 2017 in North America, this popular digital video subscription service offers the largest collection of original overseas content and programming and quickly attracted the interest of a wide range of fans upon its debut. Seeking to capitalize on this momentum with plans for rapid global expansion, the service found its existing subscriber management tech stack was limiting such growth plans.



Limitations On a Path To Growth

“We wanted to move quickly to target more potential subscribers in the demographic that really loved our service,” said an EVP for the at-the-time fledgling service.

Not long after debuting to success in North America, the streaming service realized it had a good problem on its hands: the hit service was quickly attracting subscribers well beyond its initial target audience. In addition to expats and anglophiles, the company discovered that its library of regional content was proving a massive hit with females over 45. It started plotting an ambitious expansion into 25 additional countries.

To support its global growth, the service sought to pursue growth via strategic channel partnerships. It wanted to speed-test promotions. It needed a way to onboard new subscribers gained from third-party platforms and apps. Crucially, it needed the agility that would be required to launch into dozens of new countries. That’s when it realized the multi-vendor subscription management system it went to market with wasn’t up to the task.

The service’s ambitions were limited as certain promotions took months to launch. It learned some marketing initiatives wouldn’t be possible at all. Though the company’s BSS tech stack was relatively new, it was time to rebuild it from the ground up – as fast as possible. After all, every passing day brought with it a missed opportunity to expand the audience.

Unlocking Speed, Flexibility and Creativity

Evergent entered the scene with an extensive track record for nimble, cloud-based user lifecycle management. The company’s subscriber management platform was proven to help clear the way to customized user engagement for brands around the world seeking scalable, global, omnichannel growth.

“The team had really creative ideas for how they wanted to engage the market,” said Vijay Sajja, CEO of Evergent. “They were clearly very passionate about their products and users. We knew right away that our main job was to remove the hurdles that existed in reaching them.”

Evergent understood speed and protecting the subscriber experience during the transition to a new platform were of the utmost concern. In its work with the streaming service, the company sought to:

- Bring efficiency to the company’s operational challenges
- Eliminate the friction that resulted when trying to create new promotions or establish new partnerships
- Offer a centralized view of data, payments, and more across all future regions where the service planned to launch
- Help the service easily adopt market-specific payment and promotion behaviors around the world
- Reduce operational costs

As the popular digital video subscription service began expansion to Europe, Australia, South Africa and beyond, the Evergent team was tasked with continuing customer base growth and further global expansion. By implementing unique and creative customer offers and promotions such as the “Gift a Sub” promotion which invited customers to buy a one-year subscription for someone special, the service saw significant customer growth. Innovative features of this program included auto-renewal options for gift redeemers, support for anonymous subscriber and email notification and the freedom to not require a registration for the gift giver.

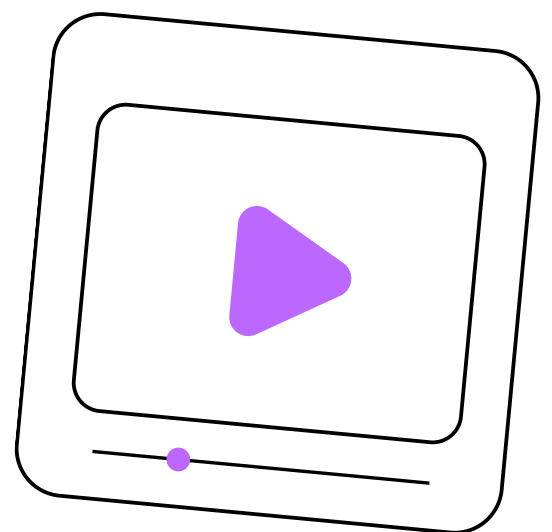
Along with the gift-a-subscription program, the Evergent team enabled other acquisition initiatives including the redemption of physical gift cards to purchase subscriptions, new payment methods and partner integrations, including Comcast, DSTV, Optus and others.

The impact on the end-user experience for the service included a 1.5X increase in the service’s subscriber base, by the second year after launch, and service expansion to more than 10 new countries through the implementation of these new offer models and flexible subscription management.

Shattering The Marketing Ceiling

“We’ve been in business for more than three years and have maxed out on optimizing existing marketing channels,” said the service’s EVP. “There’s only so much spend you can put into traditional TV and digital advertising before you hit a ceiling. Now, the next chapter of our growth begins.”

After a full migration to the Evergent platform that took just six weeks to complete, the streaming service has started a journey that continues to include limitless opportunities for trials and experimentation. It is establishing partnerships with brands and third parties to include a subscription in complementary product or service bundles. New promotions and sweepstakes are now possible. Consumers can even gift a subscription to a lucky recipient.



Next Stop: Global Success

“We are gearing up to launch in 25 countries and I absolutely couldn’t imagine doing that with dozens of different subscriber management tools,” noted the EVP.

“Evergent is helping us scale as we finally have the tools to pursue a rapid and successful global expansion.”

Such statements are proving quite prophetic. At four years since the new partnership-fueled service, utilizing the Evergent platform, launched in 2020 with approximately 300K active subscribers, there’s been remarkable growth with a **4X expansion** of that active subscriber base, to just under 1.5M. In addition, Evergent innovations are equating to **20% year-over-year subscriber growth**.

As the service expands into more regions, Evergent’s turnkey configurations for streamlined, out-of-the-box integrations and rollouts, and deep experience engaging users in 180 different countries continue to bolster the company’s ongoing ambitious growth plans.

