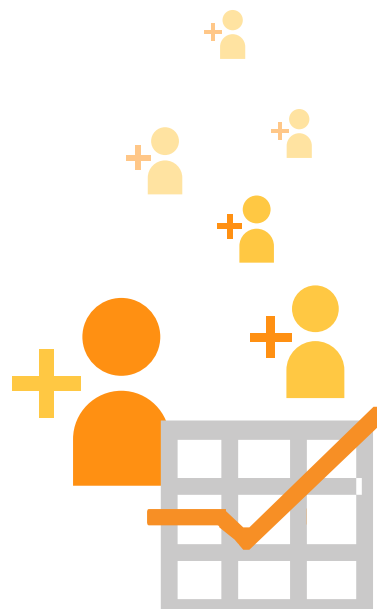


Deezer sees a 2x increase in their conversion rate with Criteo's in app solution



The results

 **+100%**

Increase in app conversion rate vs. desktop

 **+96%**

Increase in incremental subscriptions

 **+203%**

Increase in click-thru rate

Deezer is a web-based music streaming service, allowing users to listen to music content from record labels including EMI, Sony, Universal Music Group and Warner Music Group on all devices online or offline. The service currently has over 35 million tracks, 16 million monthly active users and 6 million paid subscribers in over 180 countries.



Criteo's in app solution helped us increase our subscriptions by almost 100% by targeting our freemium users that were most likely to convert. We were impressed with Criteo's mobile inventory reach."

— Emilie Leroux

Acquisition Manager, Deezer

The challenge

Deezer invested significantly in download mobile campaigns as a way to acquire users for their freemium service. But they found that not enough of the users who downloaded their service were converting to subscription users. Also, users who downloaded the app would often become inactive after a few months or weeks. Deezer needed a way to engage and convert freemium users to their Premium+ service.

The freemium mobile app selected songs automatically for the user based on like artists or genres but did not allow the user to select specific songs or create playlists. The Premium+ subscription service allowed users to listen any song and customize playlists on all their devices and listen to music offline. Somehow, users were not seeing the value in upgrading to the Premium+ service.

The solution

Criteo enabled Deezer to run in app ad campaigns targeted for their key segments: dormant and active users. This is done through uniquely identifying users on their mobile devices and building a profile that tracks their events.

Dormant users were re-engaged with highly relevant, customized messages based on their past usage patterns, inviting them back into the app. Active users did not know they were using the free service and that they could listen to any song and create playlists with the Premium+ service. They were targeted with a 30-day free trial of the Premium+ service.

Animated creative was provided for both segments, personalized by whether a user was dormant or active. With Criteo's deeplinking technology, users were taken directly to the relevant point of the app. For example, an active user was taken to the page to subscribe to Premium+ or a dormant user could be taken to the page build a playlist and engage more with the app.

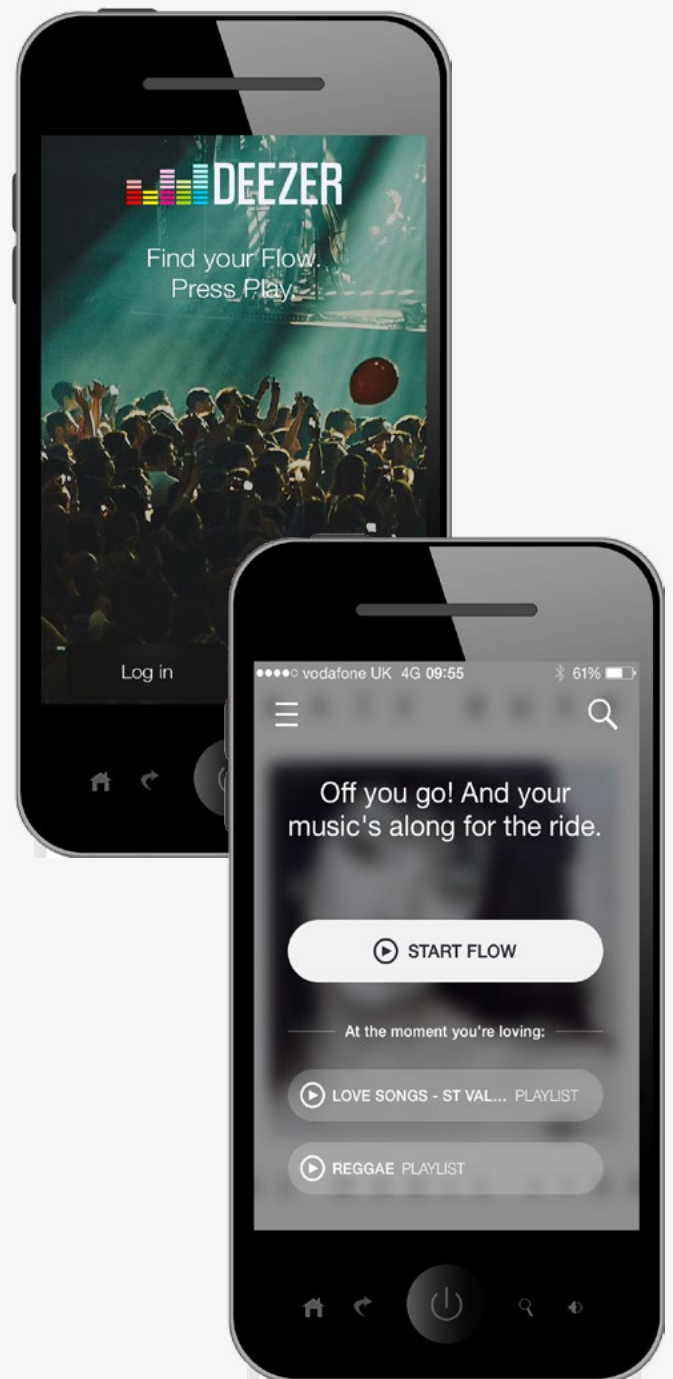
The Criteo Engine was able to detect which of Deezer's active users were most likely to subscribe to Premium+ and bid appropriately for these users as they were using other mobile apps. Deezer's in app campaign was also automatically optimized by a users' likelihood to convert, the total customer value and a users' in app browsing events. As a result, ad impressions were not wasted on users who were not relevant.

Deezer was also able to take advantage of the in app inventory pool across leading exchanges, including Google and MoPub, and publishers to scale the reach of their campaign.

The results

Deezer saw tremendous results:

- +100% CR in-app vs desktop
- +96% incremental subscriptions resulting from in-app campaign
- +203% CTR on in-app banners



See more proof that performance works at [Criteo.com](https://criteo.com)