

Fortune 500 Company Media & Entertainment

Uses Redfast to achieve double-digit gains in conversion, retention, and engagement.

Goals

- Increase trial to member conversion
- Increase monthly to annual conversion
- Increase premium feature utilization

“In just a few months, Redfast has become a verb at our company. It allows us to talk to our customers in a way we have never been able to before.”

VP Growth Marketing



Easy to Use. End to End. Empowering.

Challenges

- In the dark on member feature and content consumption
- Unable to react to declining or increasing consumption
- No coupling between CRM and app CMS
- Unable to 1-click fulfill campaign click thru action
- Unable to message members on living room devices
- Stagnant returns from email, sms, push campaigns
- Hardwired coupling between business systems
- CRM not built for the needs of a subscription business

Outcomes with Redfast

- **28%** increase in trial to member conversion
- **52%** increase in monthly to annual conversion
- **318%** increase in premium feature utilization

Week 0

Kickoff workshop
Initial use cases document
Slack channel
Add Redfast tag to website

Team

Growth marketing director
Growth marketing manager
Designer
QA tester

Week 1

Add usage trackers
Import attributes csv
Add test users
Setup segments

Week 2

Design promotions
Secure copy approval
Configure experiments
Launch promotions

Week 3

Setup billing, app actions
Test 1-click upgrade, offers
Setup monthly-annual, win back promotions

Week 4

+52% monthly-annual
+28% win back
Test offers

**Four Weeks
to ROI**

+\$782,465

from 26,400 subscribers

Other Benefits

Growth Marketing Manager

"Redfast's approach to building deeper customer relationships with every one of our hundreds of thousands of subscribers is really unique. The software and the team are a delight to work with."

Autonomy

Empowered growth, marketing and product managers to have an impact without burdening technical teams.

Intuitive

Easy to use interface that flows naturally for business users and requires no training for new users.

One Stop Shop

Monitoring, targeting, actionable guidance, experiments all built in means not having to log in or coordinate multiple tools to deliver results.