

# OTT APP GROWTH 2023 CASE STUDY

**GOAL:** Increase OTT app downloads, increase repeat sessions and minutes-per-user.

## THE CHALLENGE:

A leading news organization approached Left Hand Agency to help increase app downloads and the number of people watching its streaming content. The challenge was to create a marketing campaign that would attract new users, retain loyal viewers and get all users to re-engage with the app regularly.

## THE STRATEGY:

Left Hand Agency developed a multi-channel marketing campaign that involved a mix of upper-funnel brand awareness channels and lower-funnel direct response tactics.

## THE RESULTS:

10%

Increase in overall app users  
year-over-year



Our multi-channel marketing  
campaign was a success

37%

Increase in monthly  
minutes-per-user

## THE CONCLUSION:

The multi-channel marketing strategy was effective in increasing OTT app downloads and overall viewership. By targeting specific demographics and reaching a wider audience through a multi-channel approach, the app was able to attract new users, re-engage those new users and keep the existing ones active. The results of this campaign demonstrate the effectiveness of a multi-channel marketing approach in promoting OTT apps.

## CHANNELS USED

YouTube

OTT on Amazon Fire TV

OTT on Roku OneView

Roku Display

Amazon Fire TV Display

Meta