

OPN MEDIA + AMAZON MUSIC

We began our partnership with Amazon Music with a mandate to focus our efforts on acquiring French users with the potential to subscribe to Amazon's paid Music streaming services.

We began with a test budget of \$10,000 and quickly surpassed that goal within the first month! We then became 1 of only 3 trusted partners Amazon Music decided to work with.

Within just one month, they expanded our campaign by adding the UK, Spain, Italy and soon after Germany. In addition to promoting the paid subscription offer, we were also promoting their free streaming campaign.

Additionally, Amazon Music rolled out a 3rd party fraud tool called mFilterit which measures the true engagement of users. We continued to impress by surpassing their minimum and expectations with this tool in place.

We drove nearly 30,000 paid and nearly 84,000 free streaming Amazon Music subscribers within the first 4 months. Month over month our subscription growth was approximately 200%. The clean fraud presence for paid subscribers continually improved over time – we achieved this through weekly optimizations of the campaign as well as transparency with the Amazon team.

In addition to the European countries being added, we also added Japan and the United States with the focus on acquiring new users to install the Amazon Music app. During the first month of this campaign we drove approximately 21,000 new installs for Amazon Music between Android and iOS users.



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SUBSCRIPTION GROWTH

200%

MONTH OVER MONTH

OVERALL

85%

CLEAN DATA

SURPASSED mFILTERIT

114%

THRESHOLD

OVER

111,000

NEW SUBSCRIBERS

NEW INSTALLS MONTH 1

21,000

CPI CAMPAIGN

