

CASE STUDY HARNESSING INFLUENCERS TO DRIVE NEW APP USERS CASE STUDY CASE STUDY

M&C
SAATCHI
PERFORMANCE

THE CLIENT

A leading audio distribution and music sharing platform that allows users to upload, promote, and stream audio.

THE BRIEF

Increase app installs and sign ups from new users.

THE CHALLENGE

Finding new ways to deliver user acquisition in a highly competitive space with other music and audio streaming services. The challenge is to support ongoing fan acquisition campaigns while testing new channels.



THE STRATEGY

We proposed that due to the nature of the target audience, TikTok would be an important channel, specifically to test working with Influencers. 9 artists were briefed to create content that was authentic to TikTok rather than having been produced for other channels. Content prompted followers to download the client app and start listening to music. Content was initially posted organically, and best performing creative were then boosted through paid spark ads.

THE RESULTS

The campaign delivered exceptional results and has been rebooked by the client

3.8M

**VIDEO VIEWS ACROSS
PAID AND ORGANIC
CONTENT**

8.1%

APP INSTALL RATE

71%

**INSTALL TO
SIGN UP RATE**



TALK TO US

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