

Case In Point: Rhapsody
Software/Technology | Multi-Channel Advertising

Rhapsody delivers beautiful music to its customers with pitch-perfect online marketing



Getting to know our client

Suddenly, as streaming music became a multi-billion dollar industry, competition for customers really heated up. Where they had once been focused on efficiency—driving down their cost per trial for new customers—Rhapsody realized they had to expand their online reach further, to find new customers and differentiate themselves against the Pandoras and I Heart Radios of the world. Otherwise, they risked becoming obsolete as the expectations of millennials drove the development of many new competitors—and business models—in their space.

The Challenge: Staying Relevant in a Red-Hot Marketplace

Rhapsody faced two great challenges in a suddenly crowded marketplace. First, they had to ensure that the Rhapsody story was told in a way that attracted their best prospects, with their compelling differentiators clear to their prospective customers. And, they wanted to optimize their online strategy to increase their trial subscription rate, which should naturally lead to an increase in conversions.

The bottom line? Rhapsody needed an online advertising strategy that would differentiate their company from the competition and help them stay “cool” in

the coolest of industries. With an online catalog of over thirty million songs, they knew their product was attractive. Their challenge was to find the audience that saw that value and understood what made them special—special enough to want to stick around after that 14-day free trial.

Here's what Rhapsody wanted to accomplish:

- A full assessment of the market opportunity for their product: what differentiates them from the competition and how to attract the customers most likely to find their services most attractive
- An online advertising strategy that took advantage of all search terms, including non-branded search terms like “streaming music” and “MP3 downloads,” to drive traffic to compelling landing pages on the company website
- An increased trial subscription rate that would eventually attract more paying customers

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Rhapsody and Point It: A Symphonic Partnership

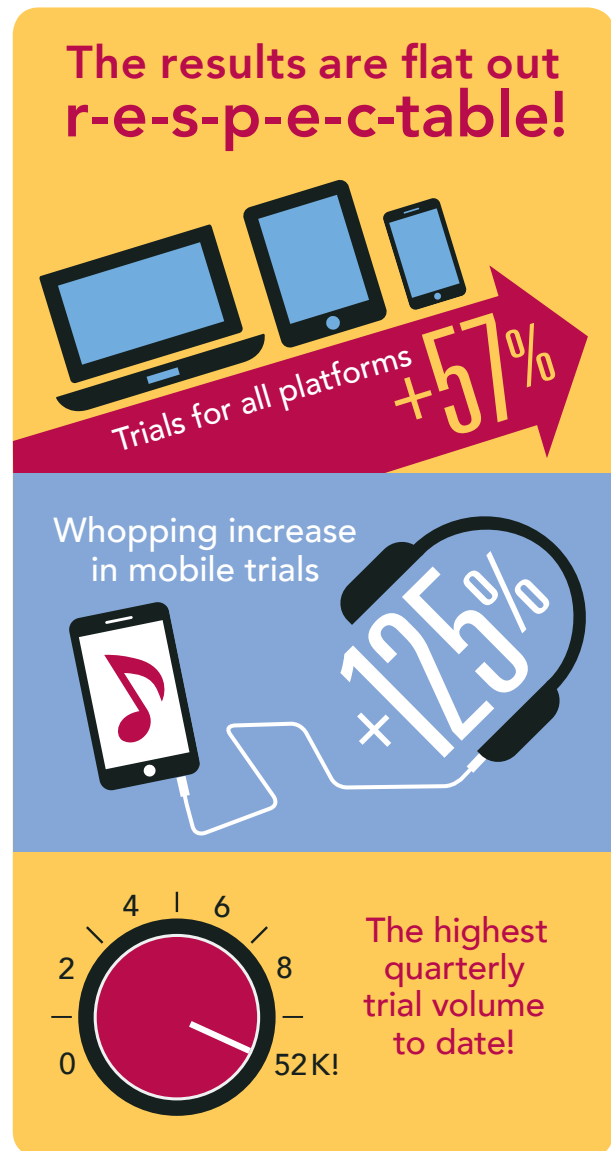
Point It reassessed Rhapsody's advertising strategy from first note to last. We helped them see where their opportunities were coming from, and the specific search terms that led prospective customers to their site. Then, we really hit the ground running, refining ad copy and optimizing website landing pages based on specific search terms so that prospective customers would land on the pages most likely to turn them into paying customers.

The results were nothing less than outstanding. From 2013 to 2014, Rhapsody increased its mobile trial volume by 20%—and increased its non-branded trial volume by 12% in the same time period, at a moment in the industry when many new competitors were introducing their services.

In 2014 alone, Rhapsody experienced phenomenal trial growth, including:

- A 57% increase in trial subscriptions over all platforms (computer, tablet, and mobile)
- A whopping 152% increase in mobile trials
- The highest quarterly trial volume to date (Q4 2014, with 52,000 trials)

And, can we just say it? Rhapsody found Point It's hands-on approach to be—let's just put it out there—pitch perfect. Suddenly Rhapsody had consistent data transparency at their fingertips, along with regular communication and, most of all, a trusted relationship with their agency. It's not an exaggeration to say these two companies are making beautiful music together.



Want to push your marketing efforts, website, or digital presence from "That's nice" to "WOW"?

Contact the experts at Point It for more information: info@pointit.com or call 888-33-POINT