



How Discovery GO increased their activations by 73% with Amazon Moments

73%

increase in activations

83%

increase in hours watched per customer

40%

increase in active customers

68%

increase in hours watched post campaign

CHALLENGES

Shark Week is Discovery Channel's longest-running and most anticipated summer television special. Special programming aired from Sunday, July 28, 2019 through Sunday, August 4, 2019 with a lineup of over 20 hours of all-new groundbreaking shark stories. With the goal to make Shark Week 2019 the most viewed in its 30 year history, Discovery Channel partnered with Amazon on a new and innovative campaign to drive increased viewership by engaging customers using Amazon devices and the Discovery GO app.



SOLUTION

Amazon's Stream it Forward (SIF) cause-marketing campaign concept was the perfect partner for the Discovery GO app. Shark Week 2019's SIF campaign rewarded customers in the form of a charitable donation when they streamed content in app during key programming windows.

Powered by Amazon Moments, they offered a \$25 credit to the first 1,000 registered customers who streamed at least 10 hours on Discovery GO. The campaign also partnered with Oceana - a leading charitable foundation dedicated to the preservation of marine ecosystems - as the official charity of the promotion. For every hour a customer streamed in the app, \$1 was donated to Oceana. Customers participated by registering on a dedicated campaign landing page on Amazon.com.

RESULTS

With the Amazon Moments offer, Discovery GO saw an immediate boost in their top of the funnel for Shark Week with a 73% increase in app installs and 40% increase in active customers from previous Shark Weeks. The surge in installs and registrations also translated into higher engagement at a cohort and individual user level. During Shark Week, the total number hours watched by users grew by 23% YoY, and amongst registered SIF participants, the hours watched per customer exceeded the app's average by 83%.



User engagement from the SIF Shark Week campaign cohort remained strong after the campaign. In the week following the campaign, hours watched per customer on the app for the registered cohort continued to perform above baseline at a 68% increase. Additionally, not only did the campaign drive successes in user acquisition and sustained engagement, but it also enabled Discovery GO to meet their fundraising goal of \$75K for Oceana to help protect marine life.

ABOUT DISCOVERY COMMUNICATIONS

Discovery Communications is an American pay television programmer reaching 3 billion cumulative subscribers in more than 220 countries and territories. Launched in 1985, this Maryland-based company provides documentary and reality television programming about speculative investigation, automobiles, occupations, and wildlife. Launched in 2015, the Discovery GO app allows users with a TV subscription to stream full episodes and watch live TV from Discovery Communications' networks anytime, anywhere. Discovery GO is the company's first U.S. television everywhere streaming service with live and on-demand access to award-winning shows and series from nine U.S. networks, including flagship network Discovery Channel, in the Discovery portfolio. As of September 2018, Discovery Channel is available to approximately 88,589,000 pay television households in the United States.

"The Amazon Moments campaign was extremely successful for us in increasing active customers and converting casual watchers to diehard fans. Users came for Shark Week, but stayed for the ease of access to great content. At the same time, we were able to raise money for a cause we believe in!"