



CASE STUDY:

# Prioritizing Product Roadmaps

CUSTOMER:

Market leader in streaming content services

PRODUCTS USED:

Verto Watch and Custom Research

A market leader in streaming content services wanted to prioritize its product roadmap to respond to a successful new app a competitor had recently launched.

## What they wanted to discover:

1. How did the introduction of a competitor's new app impact the reach and user base of their existing flagship app?
2. Did the new app drive incremental engagement or usage among their existing customers?
3. What was the profile of this new app user, and how did that differ from a typical user?

*Using insights from Verto Watch and Custom Research, the customer justified pushing up the launch of its own competing app by six months. By going to market earlier, the customer estimated that they halted the potential for eight million users to churn in favor of the competitor's new app.*



# Findings

## Increased Reach and Time Spent

- ▶ Using Verto Watch, we performed a cohort analysis of users of the competitor's new app and users of the flagship app and compared their behavior 30 days before and 30 days after installation.
- ▶ 30 days after downloading the new app, the flagship app gained 5% more new users.

## Incremental Gains in Usage

- ▶ Our analysis showed that average time spent in the competitor's flagship app and new app combined resulted in an overall increase of 18 minutes.
- ▶ The research also showed more cross-device usage with the addition of the new app than that typically occurred on the flagship app.

## User Profile

- ▶ Our study also showed young mothers with three or more children was the key demographic for the competitor's new app.

- ▶ The competitor's new app users were 79% female and 21% male, compared to a user base of 49% females and 51% males for all other online services.

## Approach

Our customer used Verto Watch to track user reach and engagement of the competitor's new app. Our customer used our Custom Research services to study how the competitor's new app was impacting overall growth of its flagship app.

## Outcome

With our insights, the customer justified pushing up the launch of its own competing app by six months. By going to market earlier, the customer estimated that they halted the potential for eight million users to churn in favor of the competitor's new app.

