

ASIA

## Kuku FM Becomes India's Top Audio OTT Platform with InMobi and Glance



**Solution**  
Identifying Target Audience, Engaging with Customers, Acquiring New Users

### About Kuku FM

An audio OTT platform primarily for podcasts, Kuku FM is revolutionizing Indian radio with audio books, programs, and more. It caters to a wide audience by offering content in 10 languages and is now the market leader in the Indian audio OTT space with the highest number of active subscribers.

### The Highlights

**10x**

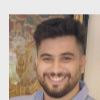
increase in app installs

**5x**

increase in subscriptions



"When we began working with InMobi and Glance in 2021, we were looking to greatly expand our customer base and reach people across all parts of the country, penetrating equally into Tier-2 and Tier-3 cities to build the biggest Indian community of regular audio listeners. Today, we are the number one audio OTT platform in India. Our partners at InMobi and Glance have been an integral part of our journey towards making this happen, and the best part is, we saw our customer acquisition costs dropping significantly while our scale continued to increase. This was a truly beneficial effort for us, and we look forward to achieving more milestones with InMobi and Glance as we continue to grow".



-Tejasvi Batra  
Director - Growth, Kuku FM

### The Brand Objective

In India, where people speak multiple languages and seek content in these languages, Kuku FM wanted its rich library of audio content to reach relevant audiences across all parts of the country. Thus, the brand wanted to get more app installs and subscriptions across India (including Tier-2 and Tier-3 cities) and acquire new listeners at scale to establish itself as the leading audio OTT platform in the country.



### The Solution

Achieving this goal required intelligent, thoughtful targeting at a wide scale. Kuku FM thus partnered with InMobi and Glance to embark on an exciting customer acquisition journey across various digital platforms. While InMobi helped the brand engage mobile-first Indians and acquire high-value users, Glance inspired consumers to act with just one click on the lock screen of their smartphones. Together InMobi and Glance enabled Kuku FM to create a significant brand value as an audio OTT app, especially among Gen Z and millennial audiences, making it a top audio content app in India.

#### 1. Reaching People in Their Language:

With InMobi, Kuku FM captured the right audience segments, reaching them uniquely based on their city, in the language of their choice. Together, they were able to target vernacular audiences programmatically with ease and efficiency on the apps they were most present in, such as content, news, and utility-based apps. Kuku FM found that they saw a spike in installs and LTV users from 8 to 9 pm. They also observed similar peaks from 1 to 2 pm. These are typical free hours when people engage with various platforms on their phones most liberally. Thus, by reaching people at the right place and time, the brand urged them to install the app and then nudged the ones who installed it to subscribe.

#### 2. Capturing a Diverse Audience:

Besides linguistic diversity, Kuku FM also targeted niche audiences via Glance. The brand displayed appealing creatives with compelling communication and incredible deals on the lock screen, targeting women who would most likely be interested in engaging with specific types of content on the platform. Thus, by targeting a specific segment of 2 million female users on the platform, Kuku FM managed to bring a balanced audience of male and female listeners to the app, with the demographic split of people installing the app being 41% women and 59% men. Additionally, vernacular campaigns were run on Glance as well, reaching people in the language they love before they unlocked their phones. The campaign's success in reaching people across all parts of India was evident by the fact that the brand managed to get 50% of installers from Delhi, Maharashtra, Uttar Pradesh, and Karnataka; and 45% of high-LTV users from Tamil Nadu, Telangana, Delhi, and Maharashtra. The brand also promoted special discounts around relevant occasions like Teacher's Day and Diwali to acquire high-intent users.



Creative Experience 1



Creative Experience 2



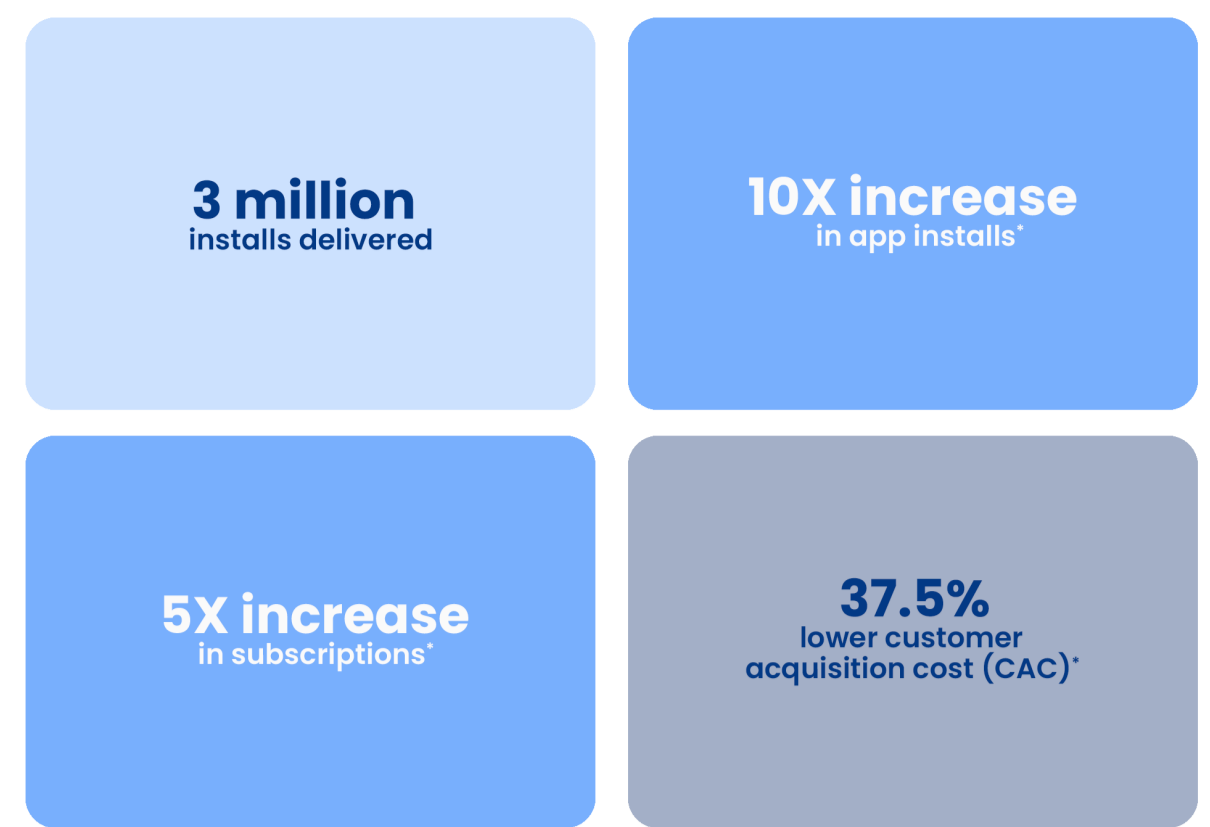
Creative Experience 3



Creative Experience 4

## The Results

By exploring a variety of avenues, Kuku FM was able to reach a vast audience, increase app installs, and grow its subscriber base. InMobi and Glance continue to be top partners for Kuku FM, with the brand investing a significant portion of its ad spends on these platforms.



\* Compared to the time before the campaign began