

A Global Strategy for Premium Content Monetization



Category
Sport & Health

DV Content Team is looking for a way to monetize premium content through a Web Service & Application dedicated to sport coaching.

- ▶ How to reach all targets regardless country or age aspects?
- ▶ How to cover the main needs within this broad vertical?
- ▶ How to facilitate the access to the service?
- ▶ How to increase its revenue?

A Fully Personalized Training Program

We created a service based on the key findings of an extensive market research: rising of bodyweight workout at home, less time to do sport, and different goals depending on age & lifestyle. It included the most demanded 3 pillars:

Exercise & Workout

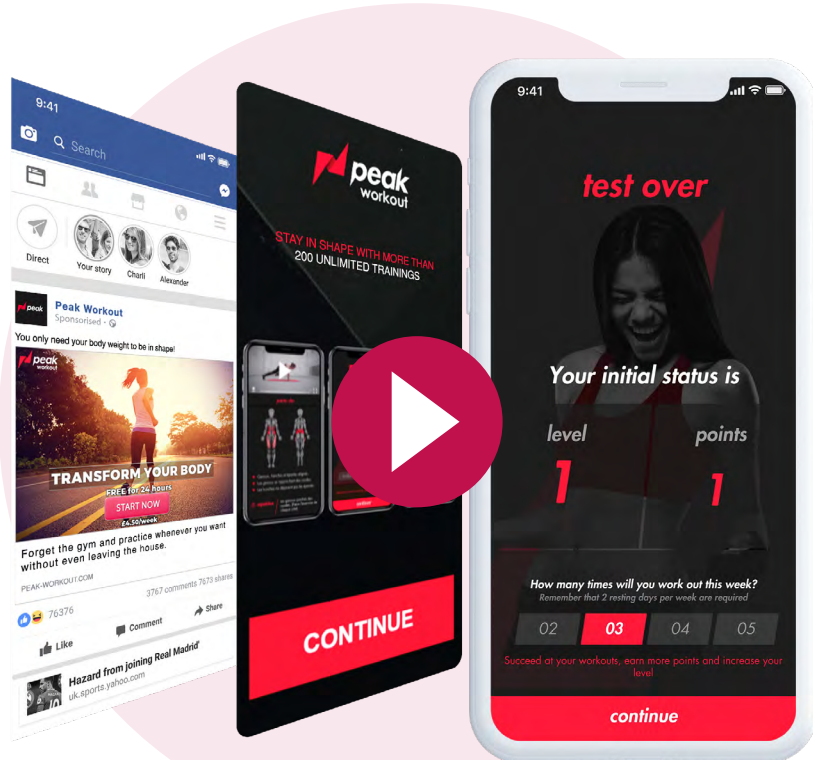
Simple, quick and effective video exercises which don't require any equipment. A personalized training based on a physical initial test and in the users' availability.

Nutrition

A dedicated blog with editorial content and recipes to lead a healthier lifestyle.

Activity Tracking

After each training the users answer some questions to allow our experts to adapt the training to their needs.



Personalized Trainings



Real Fitness Coaches



High-Quality Video Exercises



Nutrition Tips

To achieve our goals we deploy a sustainable global growth strategy by interconnecting our expertises.



DV CONTENT monetizes digital services for producers and service publishers by creating and distributing apps and web services.



DV PASS connects Merchants to Mobile Network Operators. A fast and simple integration to boost the revenues with Direct Carrier Billing (DCB).



DV ADTECH brings together all the Group's expertise in terms of user acquisition. Performance-based Digital Marketing to maximize the traffic of monetization solutions.

The Achievement

In just two years, Peak Bodyweight Workout is available in 7 countries connected to the major Telecom Operators (France, UK, Poland, Italy, Belgium, Portugal & Spain).

It is also available in 9 languages meeting local consumer expectations in each geographical area.

Adapted content, targeted marketing & optimized payment for an effective strategy.

Project Contact

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Step by step... The action plan

01. User Experience Focus

The main goal of the service is to offer a personalized experience with training programs adapted to the level of each user. Bodyweight Workout allows people to exercise at any time and place. It also ensures an evolution adapted to the rhythm of each person.

02. Exclusive & Premium Content

The collaboration with TUIWOK, subsidiary of the major Endemol Shine Group, provided us with the most relevant premium content. It includes video exercises supervised and featured by real fitness coaches.

03. Direct Carrier Billing

It is natively included in our products. Simple, fast and accessible anywhere in the world. It allows us to ensure profitable monetization. An integration managed by DV Pass, Digital Virgo's Telecom Payment platform.

04. Users Acquisition

During this project, our Team worked in performance-based marketing campaigns to maximize the traffic on the app. The more efficient way to engage new customers in using the service.

