

Subscriber Interviews Lead to Streamlined Product Offerings

A sports media company wanted to test new offerings through quantitative research, but the KNow team revealed insights that would have remained unanswered through a survey alone.



Business Challenge

Which media packages would be the most appealing to subscribers?

Prior to launching a new subscription package for a media and sports channel, the brand wanted to understand which set of offerings were most appealing to current and lapsed subscribers.

The brand also sought to understand price sensitivity and why lapsed subscribers did not renew.



Methods Used

Deep-dive 1-on-1 interviews with survey participants allowed KNow to uncover the why behind their answers

KNow conducted a series of web-cam interviews with key audience members - identified by their answers to specific survey questions.

Because the customers were pre-screened, **recruitment was low-cost, efficient and fast.** The client was able to see the responses to survey questions come to life with engaging conversations.

Business Outcomes

Subscription packages were simplified to make joining a "no-brainer"

Along with answering the project objectives, the KNow team uncovered insights that showed lapsed members did not understand all that the subscription had to offer.

KNow helped the brand better position its offerings that met their subscribers' needs and created more targeted messaging to increase awareness about the package features.

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Insights, delivered.

The KNow team is expertly skilled and was able to focus in on the information we wanted to uncover from participants. They are fluent in their knowledge of digital products and provided us with valuable insights on their detailed reports.
- Digital Strategy, Multinational Media Firm

Case Study¹

www.knowresearch.com