

SAGO MINI SUCCESS STORY

How Sago Mini increased reactivations by 93% among its paid subscribers



93%

Increase in subscription renewals

26%

Monthly subscribers upgraded to annual plan

52%

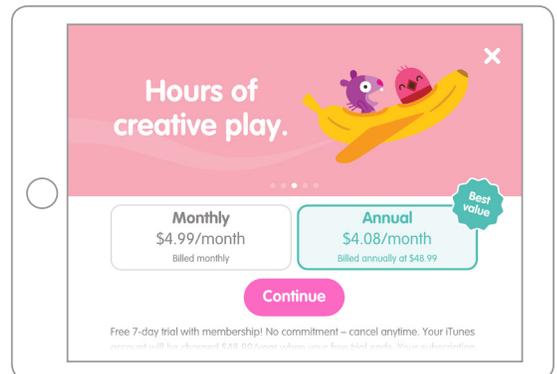
Increase in email opens

500%

Increase in email clicks

CHALLENGES

Sago Mini is an award-winning children’s entertainment company that has built more than 20 apps and games. In May 2017, they released *Sago Mini World*, a subscription-based mobile app that allows parents and kids to access their complete collection of apps – and all future releases – for \$5.99 a month or \$39.99 per year. *Sago Mini World* supports seven languages and is available cross platform on Android, iOS, and Amazon Fire OS devices.



All of Sago Mini’s subscriptions auto-renew by default. However, a user who intends to cancel in the near future can turn “off” the auto-renew functionality. Sago Mini was looking for an effective, scalable way to retain these paying subscribers who had turned off auto-renew. Amazon Moments provided an out-of-the-box solution to test the impact of physical and digital rewards on subscription renewals.

SOLUTION



Sago Mini created a Moments campaign designed to surprise and delight customers who had turned “off” auto-renew. One week before annual and monthly subscriptions were set to expire, Sago Mini emailed subscribers a \$5 Amazon coupon to use on any Sago Mini toy and reminded them to renew. A second email was sent one day before the subscriptions’ expiration date. Customers did not have to renew their subscription to get the \$5 coupon.

When subscribers clicked the coupon redemption link in the email, the \$5 credit was automatically applied to their Amazon account. They were directed to a landing page on Amazon where they could select a Sago Mini toy and then go through the checkout process, applying the promotional balance to the order.




Keep the good times goin'.

As a small thanks for being a World subscriber, we're giving you **\$5** to spend on **any Sago Mini toy**.

[Claim your \\$5 on Amazon](#)



Save big with annual

Looks like **your plan may be up soon**. Now's the perfect time to switch to our annual plan – you'll **save up to 35%**!

[Switch now](#)

RESULTS

Sago Mini's campaign to thank their valued customers led to more renewals and upgrades. And, featuring the \$5 Amazon coupon in the email subject line and body of the email resulted in a 52% increase in open rate and 500% increase in clicks.

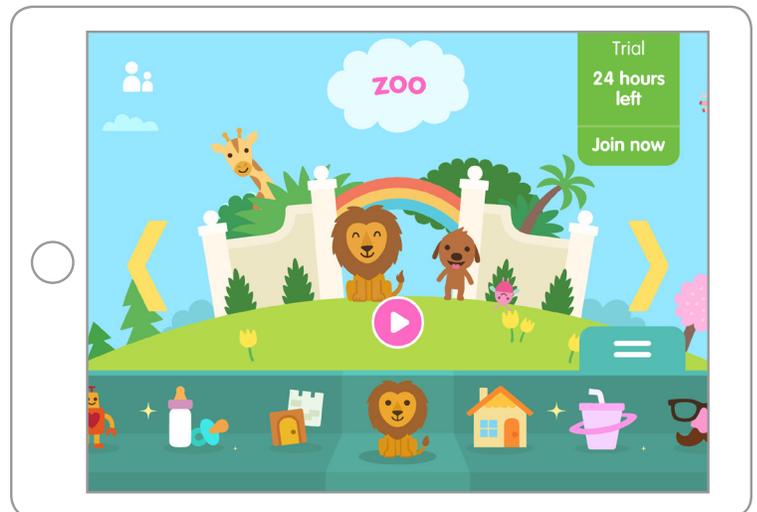
Some campaign highlights include:

- 93% overall lift in subscription renewals versus their 6-month baseline
- 26% of monthly subscribers who reactivated upgraded to the annual subscription

The campaign showed that offering a reward, like the \$5 coupon, motivated customers to continue engaging with their subscription and, in some cases, commit to an even longer plan. Given the success, Sago Mini continues to find innovative ways to connect with and retain users through physical and digital rewards.

ABOUT SAGO MINI

Sago Mini is an award-winning company devoted to play. With more than 20 million downloads, 23 apps, and a new line of toys, Sago Mini brings thoughtful design to life for preschoolers and parents worldwide. Based in Toronto, Sago Mini is a subsidiary of Toca Boca, the number one mobile-first kids brand. Both companies are part of Spin Master, the leading global children's entertainment company that releases innovative toys, games, products, and entertainment properties.



"Our focus has always been on building the very best apps for kids. By running a Moments campaign, we were able to complement the in-app experience by offering a discounted Sago Mini toy, delighting families and raising awareness around our physical merchandise. It also allowed us to deliver real business results in a flexible, affordable way."

– Nick Shim, Director of Product @ Sago Mini.