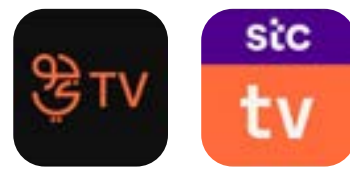


Intigral - stc tv Optimizes Streaming App Acquisition and Engagement for Millions via Kochava

VERTICAL: MEDIA & ENTERTAINMENT

SOLUTION: MEASUREMENT & ATTRIBUTION



Established in 2009, Intigral is a subsidiary of the stc Group and a leading provider of digital entertainment, gaming, and media services across the MENA region, with headquarters in Riyadh, Saudi Arabia. Intigral's market-leading digital solutions, including

stc tv, Jawwy TV, and stc play, deliver cutting-edge digital, sports, and entertainment services to customers throughout the MENA region.

CHALLENGE

Every month, millions of users tune in to stc tv and Jawwy TV streaming apps across mobile, web, and connected TV (CTV) platforms. The Intigral - stc tv marketing team wanted to invest significant advertising budget across a variety of paid media channels, but needed to ensure that they could accurately measure the media's impact in driving user acquisition and engagement. With users scattered across a fragmented landscape of device touchpoints, the team needed a solution to unify campaign attribution and cross-app analytics, spanning all devices and platforms where their streaming apps are available.

SOLUTION

Intigral - stc tv engaged with Kochava, the leading omnichannel attribution and cross-platform analytics solution for streaming media and entertainment.

Utilizing Kochava, Intigral - stc tv was able to:

- **Measure All Streaming App Activity**

The team integrated Kochava into their streaming apps across Android, iOS, web, and smart TV app properties (e.g., LG, Samsung, Android TV). Full-funnel in-app events, including app installs, free trials, paid subscriptions, and viewership events, were

measured, with detailed content metadata to help the team understand which sports and entertainment programs drove retention and higher LTV.

- **Gain a Single Source of Truth Across Media Sources**

Intigral - stc tv leveraged Kochava's built-in integrations with Google, Snapchat, TikTok, Facebook, ArabyAds, and a host of other paid media partners to measure all their campaign activity and achieve unified, deduplicated conversion reporting within one dashboard.

- **Accurately Measure the Impact of Owned Media**

Intigral - stc tv's marketing team knew they had strong engagement across their owned media efforts (e.g., email, web, SMS, cross-promo) and wanted to ensure that their paid media campaigns weren't cannibalizing attribution to owned media. The team leveraged Kochava SmartLinks™ for their owned media channels, customizing configurable attribution settings to credit in-house efforts properly.

IMPACT

With holistic omnichannel campaign attribution and cross-platform app analytics, Intigral - stc tv is able to understand the true impact of their diverse advertising efforts and optimize toward tactics that drive quality user acquisition, high content engagement, and impressive free-trial-to-paid-subscription conversion rates.

In just one month, Intigral - stc tv measured over **3.8 million active users** and **47+ million user engagement events** through Kochava. Leveraging Kochava's tooling for both paid and owned media attribution, the team observed over **15% incremental user acquisition growth in 90 days**, with nearly 5% directly attributable to their owned media efforts.



“Kochava is a cornerstone of our growth stack and media buying strategy, serving as our source of truth for campaign performance. By unifying campaign attribution and app analytics across all our streaming platforms, Kochava delivers actionable insights that empower us to make data-driven decisions, driving maximum growth and optimizing return on ad spend.”

Esmael Jumah, Digital Channels & GTM Expert, Intigral - stc tv

TAKEAWAYS

15%

INCREMENTAL USER ACQUISITION
ATTRIBUTED TO PAID & OWNED
MEDIA OVER 90 DAYS

47+

MILLION VIEWER ENGAGEMENTS
TRACKED WITH DETAILED
CONTENT SIGNALS

>3.8

MILLION MONTHLY ACTIVE USERS
MEASURED ACROSS MOBILE &
CTV APPS