

WSI's Fearless Marketing Strategy Helps Horror Streaming Platform Scare More Subscribers

About Umbra

Umbra.stream is a horror streaming platform based in Latin America. The company was founded in 2020 by a group of passionate horror fans who wanted to create a space for others like them to enjoy their favorite films. Umbra offers an extensive catalog of titles from Latin America, ranging from classics like "Nosferatu" to modern hits like "The Conjuring." In addition to movies, their platform also offers a selection of TV shows, documentaries, and short films that make viewers' skin crawl. With something for everyone, Umbra is the perfect place for Latin American horror film fans to stream their favorite content right from the comfort of their own homes.

About Us

WSI is the world's largest digital marketing agency. With a network of over 1,000 consultants in 80 countries, our agency helps businesses harness the power of the internet to expand their reach and grow their revenues. WSI focuses on understanding each client's unique business needs and goals and then developing and implementing a tailor-made solution that will deliver maximum results.



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Why clients in the media and entertainment industry choose to work with WSI:



Team Seniority

We are a group of media industry experts with a long track record of introducing new products and services to the market.



Industry Focus

We have the resources and capabilities to develop, release, and scale top-performing content that generates higher ROIs for our customers, regardless of industry.



360 Degree Perspective

We're involved in just about any type of digital marketing activity you can think of, so we bring a holistic and dynamic approach to client relationships.



Business and Marketing Depth

We don't see business and marketing as two separate entities. They need to work hand-in-hand to help clients achieve their goals.

Challenges

Before working with our team at WSI, Umbra had been operating under an existing brand known as MORBIDO TV, recognized in Mexico as a leader in the horror movies niche. As their business continued to grow, they chose to launch a separate video-on-demand service (VOD) but with a completely new brand name, look, and style. Before our formal partnership, Umbra struggled in these areas:

1

Brand awareness

Being a brand new platform, they needed to let the world know they existed and were the go-to destination for horror movie streaming in Latin America.

2

Strategy and direction

Without a product launch strategy implemented, they were aimlessly targeting incorrect audiences and wasting marketing dollars.

3

User subscription growth

Despite their existing brand value and popularity, they struggled to scale user subscription growth and hadn't achieved success with other agencies in the past.



Solutions Implemented

Our tailored solutions for Umbra's launch came in three phases:

Phase 1

Create a **digital marketing blueprint** geared towards introducing Umbra's streaming platform to the masses throughout Latin America that adequately addressed their needs, budgets, and timelines. The strategy implemented included an SEO audit, buyer persona analysis, and competitor analysis.

Phase 2

We developed a **targeting strategy** to pinpoint Umbra's ideal audiences. We created strategic interest segment-based funnels (for horror, witches, gore, etc.), built unique SEO optimized landing pages for each segment/interest, and generated traffic through paid search, paid social, retargeting ads, etc.

Phase 3

Our team rolled out the strategy to Mexico for a **five-month testing and trial period**. Then, once we fine-tuned our methods, we started the expansion process for the rest of Latin America. With the new service fully launched, we've been encouraged by the positive results achieved across the board.



Results Achieved

1M+

Impressions per month

16%

Conversion rate for new subscribers

15K+

Clicks to website or landing pages

2,400+

New annual subscriptions converted

Reduced Cost per Acquisition to MXN\$13.75 (USD \$0.69)



The team at WSI is incredibly proud of the results we've achieved on behalf of Umbra. With a proven strategy rolled out, we're confident that Umbra will continue scaling *scary fast*.

-Gerardo Kerik - WSI




Client Testimonial



At the start of our engagement with WSI, we set out some ambitious subscriber growth targets. Thanks to their creative and effective approach, we not only met those targets but surpassed them by a wide margin. We couldn't be happier with the great results we've seen so far and look forward to continuing to work with WSI to drive even more subscriber growth in the future.

-Eduardo Caso, General Manager @ Umbra

**Is your Media and Entertainment Company in need of similar support?
Get in touch with WSI today to consult with one of our digital marketing experts.**

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