


SUCCESS STORY

This documentary streaming service used Facebook's dynamic creative tool to build its ads, automatic placements to deliver them and campaign budget optimization to automatically allocate budget, increasing the number of subscriptions by 2.4X.

2.4X

increase in subscription rate with dynamic creative, campaign budget optimization and automatic placements ⁽¹⁾

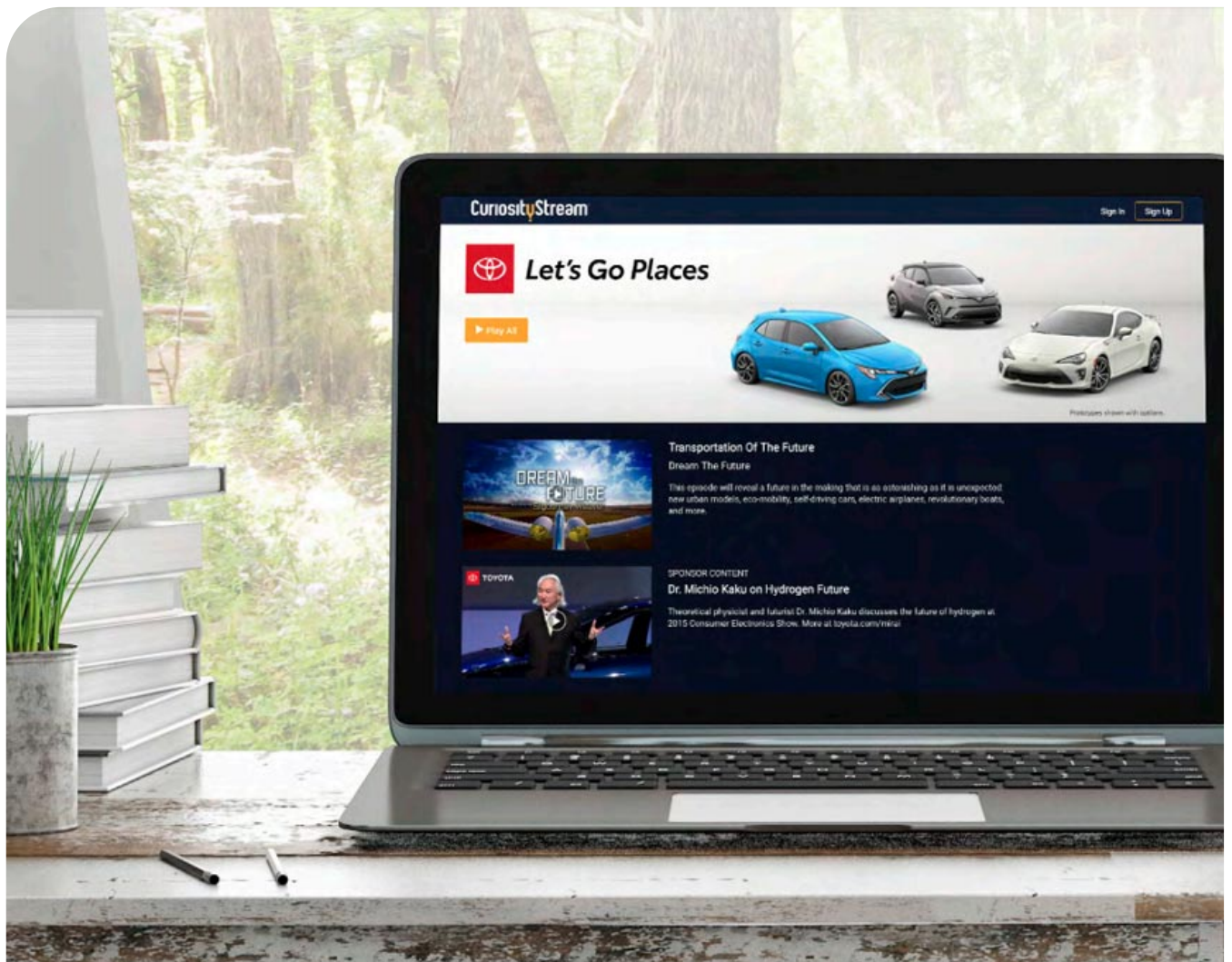


decrease in cost per subscription with dynamic creative, campaign budget optimization and automatic placements 

THEIR STORY

Home to award-winning documentaries

CuriosityStream is a global factual entertainment media company with an award-winning, streaming video-on-demand service that showcases the world's leading documentary features and series. Launched by the founder of the Discovery Channel, CuriosityStream delivers immersive entertainment experiences with over 2,000 shows across science, history, technology, nature, society, lifestyle and more.



THEIR GOAL



The documentary-focused streaming service wanted to increase its global subscriber base, while lowering its acquisition costs.

THEIR SOLUTION

Seeking subscribers

The CuriosityStream team partnered with marketing agency 3Q Digital to put the Facebook platform to work, opting into dynamic creative, automatic placements and campaign budget optimization. Each feature allows Facebook to find the best mix to optimize delivery of an ad.

Dynamic creative

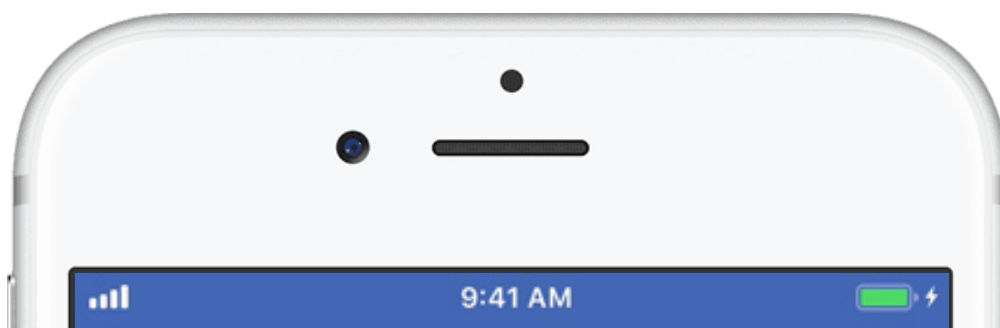
The team developed a range of creative assets—including different images, videos, headlines and calls to action—and allowed Facebook’s dynamic creative tool to test different combinations. The dynamic creative tool in Ads Manager automatically combines the different elements of an ad to see what combination performs best. For CuriosityStream, longer videos with bright creative were most successful in converting streaming subscribers.

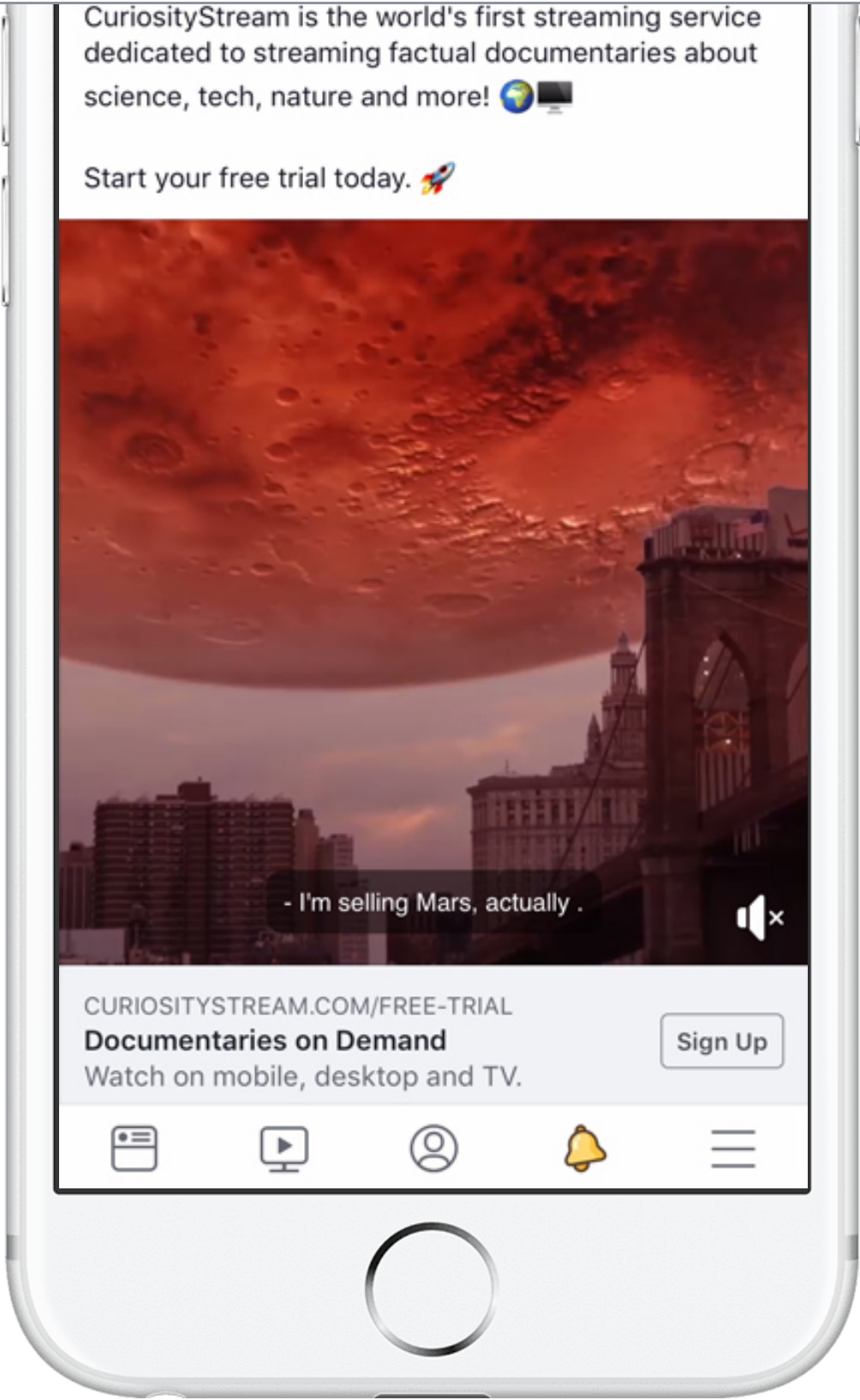
Campaign budget optimization

CuriosityStream opted into campaign budget optimization, which allowed the team to set a budget for the campaign knowing that Facebook would allocate the spend to higher-performing ad sets in real time. As a result, Facebook delivered its ads to the audience that was most likely to subscribe, at the lowest cost.

Automatic placements

The team also used automatic placements, which allowed Facebook to deliver CuriosityStream’s ads across Facebook’s family of apps and services, including Facebook, Instagram, Audience Network and Messenger. The team then selected the conversions ad objective and set its standard event to “Completed Registrations.” This combination of options ensured that Facebook would show ads to those who were most likely to become subscribers within the streaming service’s broad audience of people aged 18–65.





THEIR SUCCESS

Piquing curiosity

**facebook** business

placements. In Europe alone—where the test was conducted—the team achieved:

- 2.4X increase in subscription
- 40% decrease in cost per subscription

Products Used

**Photo Ads**

Inspire your audience with photo ads.

[Learn more](#)

**Video Ads**

Capture attention with engaging video ads.

[Learn more](#)

**Instagram**

Promote your business to an engaged audience.

[Learn more](#)

**Audience Network**

Extend your campaigns beyond Facebook.

[Learn more](#)



Pairing campaign budget optimization with dynamic creative allowed us to let Facebook do what it does best: reach the