

Skill Launch: December 2019

Case Study: April 2020



Luminary Media

Luminary

In partnership with RAIN

(L) | RAIN

Case Study – Luminary

Problem

As the leading premium podcasting service, Luminary is always seeking new ways to create added value for their subscribers and help position the service as an integral part of their daily lives.

Opportunity

With an engaged audience of listeners consuming content across platforms, voice and smart speakers presented a natural extension of their core offering. Luminary partnered with RAIN to bring their service to Alexa devices and create a new way for listeners to enjoy their content.



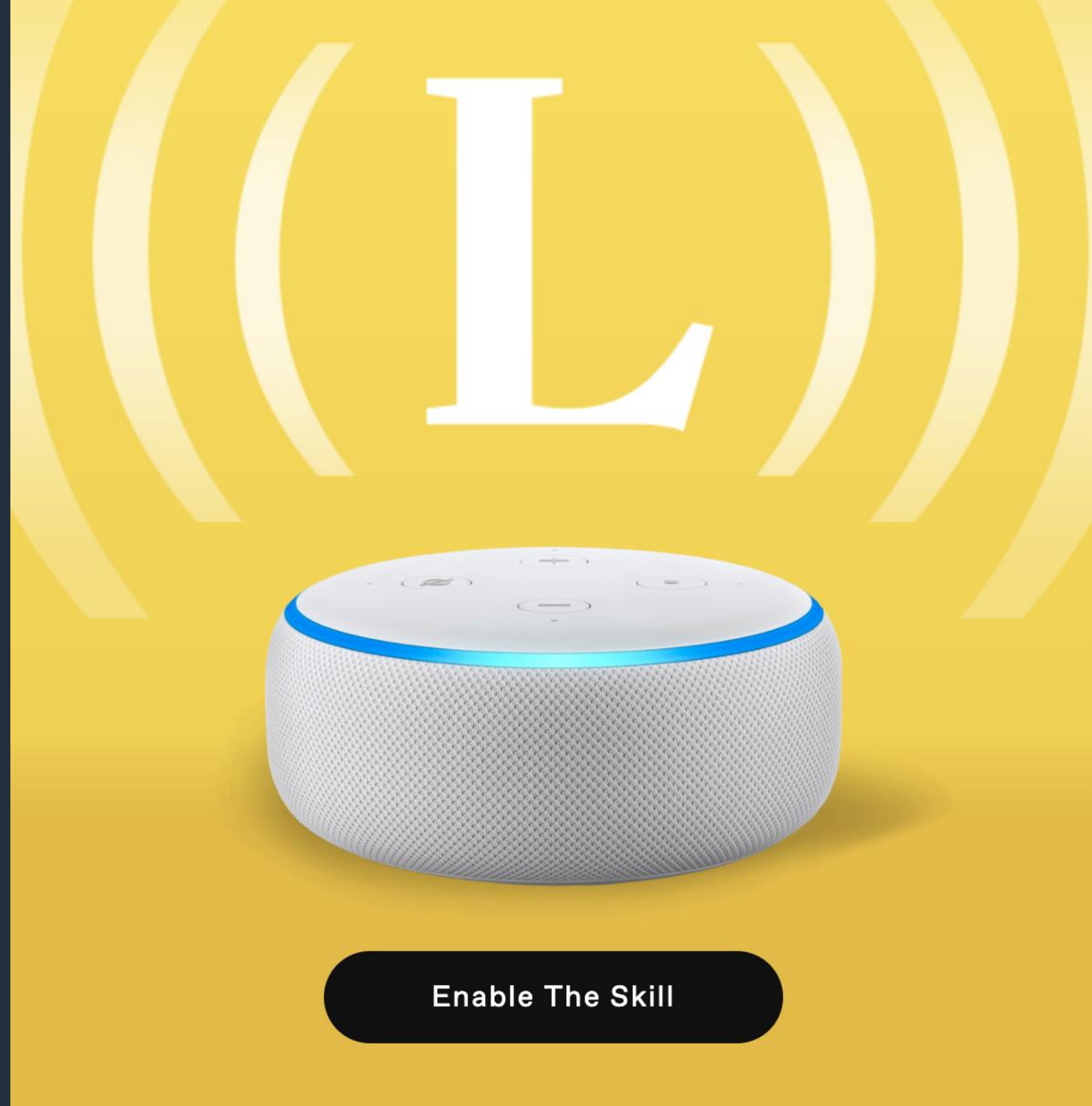
Case Study – Luminary

Solution

To bring Luminary's premium podcasting service to life on Alexa devices, RAIN leveraged some of the latest Alexa features available to create a seamless listening experience and first-of-its-kind podcast subscription purchase channel.

For subscribers, the skill allows for a simple account linking process enabling them to access their content through any of their Alexa devices. To create a consistent experience, the skill utilized Luminary's connected listening system allowing users to stop listening on one device and pick it back up via the skill right where they left off.

Additionally, to attract new listeners, Luminary's Alexa skill integrated monetization in the form of subscriptions. This includes the use of Alexa's Buy Once Enjoy Everywhere (BOEE) model where users can subscribe through the skill and have access to Luminary Premium on their other devices.



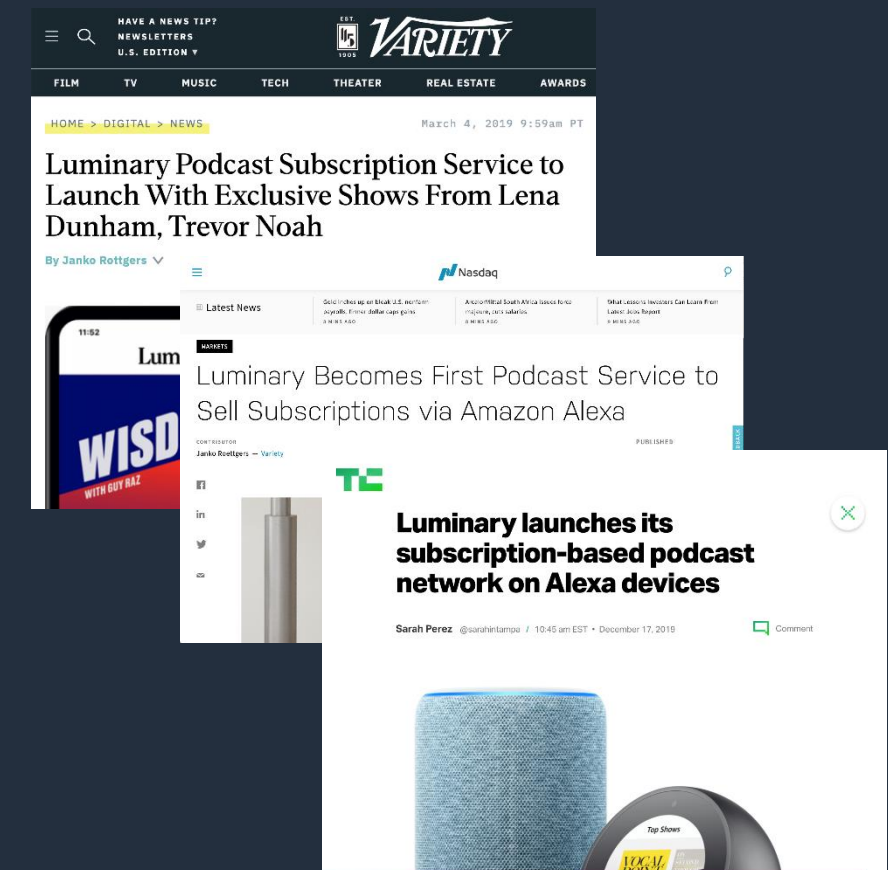
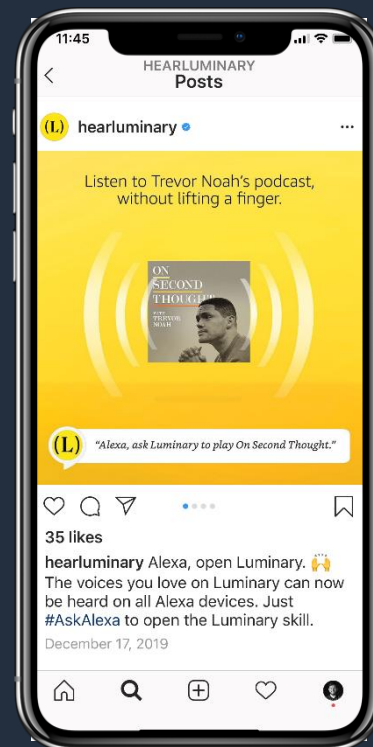
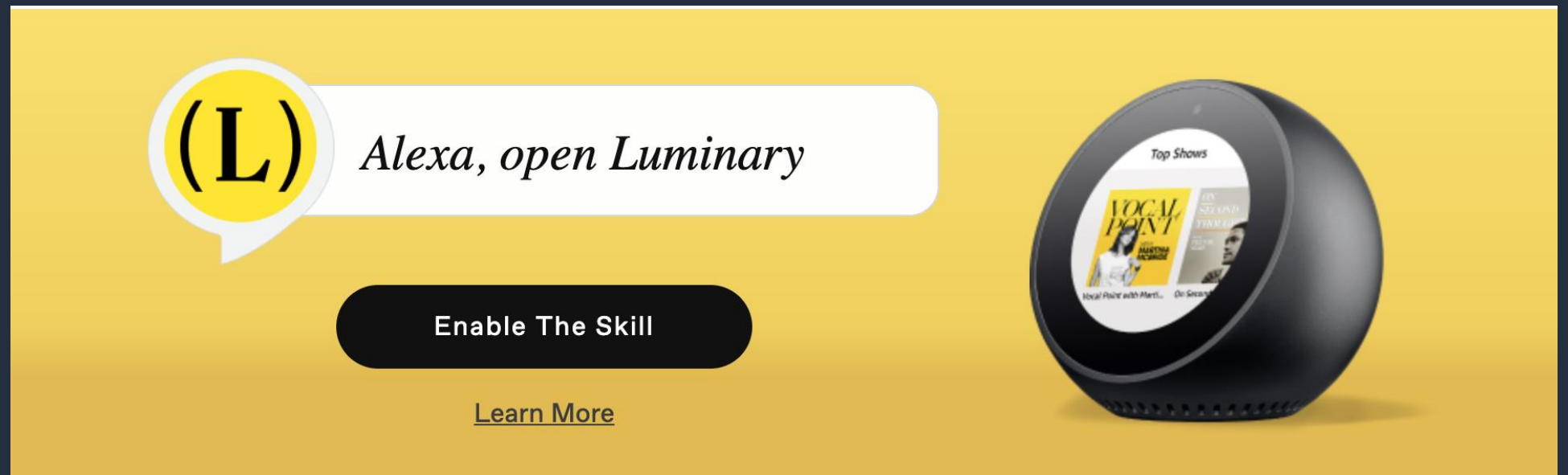
[Enable The Skill](#)

Go-To-Market

Go-To-Market Approach

To drive awareness of the new Alexa skill, Luminary leveraged owned, earned and shared channels to promote the experience. For subscribers, they promoted the availability of the skill on their website with a dedicated website page explaining the functionality and how to enable it as well as through social media posts on Instagram and Twitter. Additionally, the skill received promotion on the Amazon Alexa Skill store as an editor's pick with a featured banner.

Press and media outlets took notice of the experience and Luminary's unique use of Alexa features with the skill receiving coverage in *TechCrunch*, *Variety*, *InsideRadio*, *Nasdaq* and more.



Key Media Coverage:



Results

1st

Podcast service to sell
subscriptions through
Alexa

Source: *TechCrunch*

10,000+

Skill interactions within
first month

Source: *Amazon/Luminary*

Featured

Alexa skill store
editor's pick

Source: *Amazon, December 2019*

Luminary's Learnings



Utilizing **BOEE and Alexa monetization features** ensures voice purchases of digital subscriptions are available across user devices.



Consider **voice** as an opportunity to create added value for existing **customers** by providing a new experience for content.



Drive retention and conversion with existing and prospective **members** through features such as account-linking and cross-service compatibility, and promoting across owned, earned and paid channels.