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.
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.
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.
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.