

Media & Entertainment Brand Stories of Powerful User Engagement and Retention



Modrý koník



JUNGLEE
GAMES

WebEngage

Welcome to the third collateral of the **Media & Entertainment** **Master Pack**

WebEngage has been a part of the noteworthy evolution of the Media and entertainment industry - by powering user engagement and retention for several leading brands across the globe.

As you flip through the pages of the customer spotlight booklet, you'll be fascinated to discover how some of our leading gaming, media and entertainment clients like Jungle Games, Zengaming, Alt Balaji and Modrykonik are accelerating their user engagement and retention using **WebEngage's** marketing automation platform. And driving massive success by delivering one-to-one, highly memorable user experiences.

Happy reading!



Keyur Dhama

VP - Customer Success
WebEngage



Aswin Ravi

AVP - Customer Service and Implementation
WebEngage

ALTBalaji is a subscription-based Video-On-Demand (SVOD) platform and is a fully owned subsidiary of Balaji Telefilms Ltd. Available across multiple interfaces ranging from desktops, laptops, tablets, smart-phones, game stations to internet-ready television, ALTBalaji marries state-of-the-art technology with gripping storytelling.

They are one of India's leading Over-The-Top (OTT) media players with over 100 hours of original content belonging to a wide variety of content categories.



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We at ALTBalaji take marketing tech stack seriously and continue to invest in the same. The WebEngage team has been proactively working with us on automating user journeys and the results are astounding! Real-time triggers and messages have proven to increase key KPIs to as high as 75% in some cases. Hand Holding the user has resulted in happy and retained customers thereby directly impacting LTV.



Manav Sethi
Chief Marketing Officer
ALTBalaji



Triggered and timely campaigns drive **30% increase in user retention rates**

As India progresses steadily to the maturity stage of the smartphone era, the confines of closed-room television viewing have started to disintegrate. Fuelled by access to better tech and the proliferation of 4G mobile data, consumer behavior is evolving.

ALTBalaji realized the high-intensity impact of content consumption early on. They wanted to drive user retention and ensure that users who landed on their platform or downloaded their mobile app view the platform's video content.

At ALT Balaji, we were looking to pitch high-rated content to users who haven't played any video so far after installing/ upgrading the app. This would encourage users to stay on the platform for longer and keep coming back in the long run to consume more video content.

WebEngage's Marketing Automation platform helped us create intelligent User Journey campaigns to increase the video views for users who are using the app. We effectively managed to send real-time communication to users across different engagement channels like push notification and email. The contextual, timely nudges helped us drive user engagement and retention.

Goals

Increase overall
user retention rate

Boost user
engagement &
platform stickiness

Drive platform
video views

Challenges

Identifying high-intent
users for maximum
conversion

Delivering the right
communication on
the right channel

Sending
personalized video
recommendations
based on the watch
history

Key Results

30%

increase in user
retention

75%

increase in Day 7
retention

9.51%

uplift in the number of
video views on the
platform

Modrykonik.sk is the social network for mothers in Slovakia and the Czech Republic. Women use it to share and discuss motherhood issues, share the joy of growing a family, and find new local connections. In Slovakia, every fourth woman in age 20-39 visits Modrykonik.sk at least once a month.



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Before we stumbled upon WebEngage, we used traditional offline surveys and found them extremely slow, difficult to run and very expensive. Now with WebEngage, we survey our customers effectively, see instant reports in a user-friendly interface and importantly, at a very low cost.



Robert Veres

Co-Founder
Modrý Koník



Modrý koník

Personalized, targeted surveys lead to **90% reduction in** overall surveying cost

As part of its website monetization strategy, Modrykonik.sk enabled businesses to advertise on its site. To add value for advertisers, the product team at Modrykonik.sk decided to survey its users to help advertisers discover insights around their products.

Initially, they did offline surveys hiring a third-party service & used Emails to survey registered site users but the results were unsatisfactory. Third-party services turned out to be uneconomical in the long run. And, emailing survey questionnaires consumed too much time to incite a response, with poor response rates.

At Modrykonik, we were looking for an effective, quick, and inexpensive way to survey our site visitors. And WebEngage came to the rescue as an effective alternative to panel management system software.

After partnering with WebEngage, we were able to effectively understand the site visitor characteristics and gather insights about and around the business of our site advertisers. We were able to run targeted surveys on our site and combine them with other sociological research conducted offline to deliver a complete picture of the specifics of consumer behavior. Thus improving the overall conversion rate.

Goals

Reduce the cost of
conducting
surveys

Accelerate the
survey response
time by visitors

Boost
conversion rate

Challenges

Dependency on third
party tools to run
targeted surveys

Reaching out to
known and unknown
site visitors

Mapping site visitors'
product preferences

Key Results

90%
reduction in
survey cost

80%
reduction in survey
completion time

60%
increase in the
number of orders
placed

Junglee Games is the fastest growing skill games company with over 10 million users spread across South East Asia.

Headquartered in San Francisco, they're also one of the top software innovators in the industry of web and mobile games. Their top grossing game Teen Patti has millions of active users.



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With WebEngage's marketing automation platform, we've been able to run multi-channel user journeys for a diverse set of use cases. We were able to efficiently engage with our users through targeted, contextual and personalized communication. This helped us drive engagement and fuel up our business growth.



Mohul Mukherjee

Senior Manager - Retention Marketing
Junglelee Games



Targeted, cross-channel journeys up the retention marketing game

With the growing enthusiasm for gaming, we had a massive opportunity to grow our user base. We also aimed at converting high LTV players into frequent players. Moreover, we wanted to make sure that these players also made the final transaction. So the goal was to hit the bull's eye. But how do we do it was a question.

We found WebEngage just in time. We were able to nudge the users to engage and upgrade them to higher levels on the game. Free users were motivated to play games with rewards. High LTV users (players) were encouraged to improve gaming frequency and derive more value by playing one extra game or for playing for one extra day, and so on.

We could do this because of the scalability and features that WebEngage provides.

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Goals

Convert free to paid users

Improve repeat usage

Convert dropouts from checkout flow

Challenges

Clubbing user preferences with behavioural data to build different segments for targeted communication

Identifying the right segment of users who are most likely to convert and setting up intent based triggers

Identifying failed transactions and sending real-time communication to reduce the dropoffs

Key Results

64.39%

unique conversions from free to paid tier using automated journeys having multiple cross-channel messages

86.55%

unique conversions through targeted communication on high LTV players

9.33%

boost in conversions by users whose transaction failed previously

We hope you enjoyed reading the success stories of some of the leading Media and Entertainment brands and gaining insights on how you can leverage the power of marketing automation to fuel up your business growth.

We at WebEngage are determined to help you execute your user engagement and retention marketing initiatives via our full-stack marketing automation platform and help you stay ahead of the game, always!

Our next handbook will help you explore how marketing automation powers user engagement and retention for online Media and Entertainment businesses.



Create engaging customer experiences that matter.

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

[Schedule my free demo](#)



WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY



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