

## CASE STUDY

# Vikatan, India's #1 regional media powerhouse, boosts its reader engagement using Relays



Founded by the visionary media mogul SS Vasan in 1926 (by starting the magazine Ananda Vikatan), the Vikatan Group has been at the forefront of entertaining and enlightening Tamilians. The media powerhouse is renowned for its 12 much-loved Tamil magazines, immensely popular television content, enlightening books and a website that's now emerged as the bridge that connects Tamilians across the globe.

With over 30 million readers worldwide, the Vikatan Group now provides a wide range of theme-based magazines like Motor Vikatan, Tech Vikatan, Junior Vikatan, Sports Vikatan and more.



## OBJECTIVES

- Deliver an authentic reader experience by incorporating readers' feedback
- Minimize app uninstalls to reduce churn



## CHALLENGES

- Engaging readers at scale in real-time
- Lack of app uninstall data and trends



## SOLUTION

Adopting a **data-driven, genre-based reader engagement approach** helps Vikatan engage and retain its readers.



Minimizing app uninstalls was a massive challenge for us and an important step in reducing churn. With WebEngage's data analysis and multi-channel engagement capabilities, we can now retain our readers and improve our North Star Metric i.e., Return on Experience (ROX). The WebEngage Customer Success and Support teams are always proactive in solving our challenges and identifying new growth opportunities.

— Team Vikatan

Interactivity, digitization, multiple-platforms and multiple devices have shaped the media vertical. A brand needs to be smart in keeping the users hooked to its platforms via intelligent user engagement and retention. That's why Vikatan aims to drive sustainable growth through user engagement by delivering the best reading experience to its readers.

To engage its readers at scale, Vikatan decided to choose WebEngage's marketing automation platform. As the [onboarding](#) and integration processes were seamlessly completed, the Customer Success Manager at WebEngage started working closely with the Product and Marketing teams at Vikatan to execute on growth opportunities.

Read on to find out how Vikatan has been able to overcome its challenges and implement various use cases to drive significant impact.



## Goal #1 | Deliver authentic reader experience with genre-based engagement

Keeping Vikatan's legacy in mind, it's important for them to deliver an authentic reading experience by offering genre-based magazines and eBooks under categories like Crime, Sports, Spirituality, Technology, Cinema and more. With such a wide range of content offerings, Vikatan wanted to make the content discovery and consumption easier on its web and app platforms.

The Product and Marketing teams at Vikatan wanted to **engage the readers based on their preferred genre(s) of content and improve the North Star Metric - Return On Experience (ROX).**

## Challenge #1 | Engaging readers at scale in real-time

With close to **6 million monthly active readers**, the two most important factors necessary for contextual communication at scale were:

1. **Reader profiles and attributes**
2. **Dynamic segmentation**

Building reader profiles and mapping the right reader attributes was important to deliver the right communication. Otherwise, Vikatan would end up sending irrelevant communication to different segments. For example, if a reader is only interested in reading articles under the Crime genre, Vikatan can't send Sports content to this reader.

The Product and Marketing teams at Vikatan had to **solve the complexity of mapping the readers' data across their lifecycle** and then building the right segments for targeted, real-time communication.

## Solution #1 | Targeted, real-time communication using Relays

Once the goal and challenge were clear, the WebEngage Customer Success (CSM) team suggested the teams at Vikatan to use **Relays to engage the readers in real-time.**

What is *Relays*?

[\*Relays\*](#) is a series of workflow based communication that helps Vikatan engage its readers based on the occurrence of a *Business Event*.

*Relays* is the most appropriate solution to send real-time communication to the readers as soon as Vikatan releases content across different genres. *Relays* also enables Media & OTT businesses to boost their user engagement.

For example, if an OTT platform wants to send a series of mobile push notifications and emails to its viewers whenever a new series is added, it can do so using *Relays*. Additionally, the brand can send contextual communication so that the viewers who like watching *Comedy* get notifications only when a new *Comedy* series is added.

Similarly, viewers who like watching *Action* get notifications only when a new *Action* series is added. All such notifications can be sent to the viewers in real-time using Business Events.

What is a *Business Event*?

[\*Business Event\*](#) is a type of event that covers the entire gamut of actions which happen at the business' end.

Below are some examples of actions (or events) that happen at the businesses' end.

| Examples Of Business Events Across Industries |                   |                    |                      |
|---|-------------------|--------------------|----------------------|
| Media / OTT                                   | E-commerce        | Travel             | EdTech               |
| New episode added                             | Price drop        | Price drop         | New course added     |
| New season added                              | New arrivals      | Flight rescheduled | New tutorial added   |
| New series added                              | Back in stock     | Flight delayed     | New instructor added |
| New film added                                | Stock running out | Rooms running out  | New centre launched  |

Defining the *Business Events* on the WebEngage dashboard is a one-time activity. Once Vikatan defined all the *Business Events*, the next step was to create *Relays* based on these events.

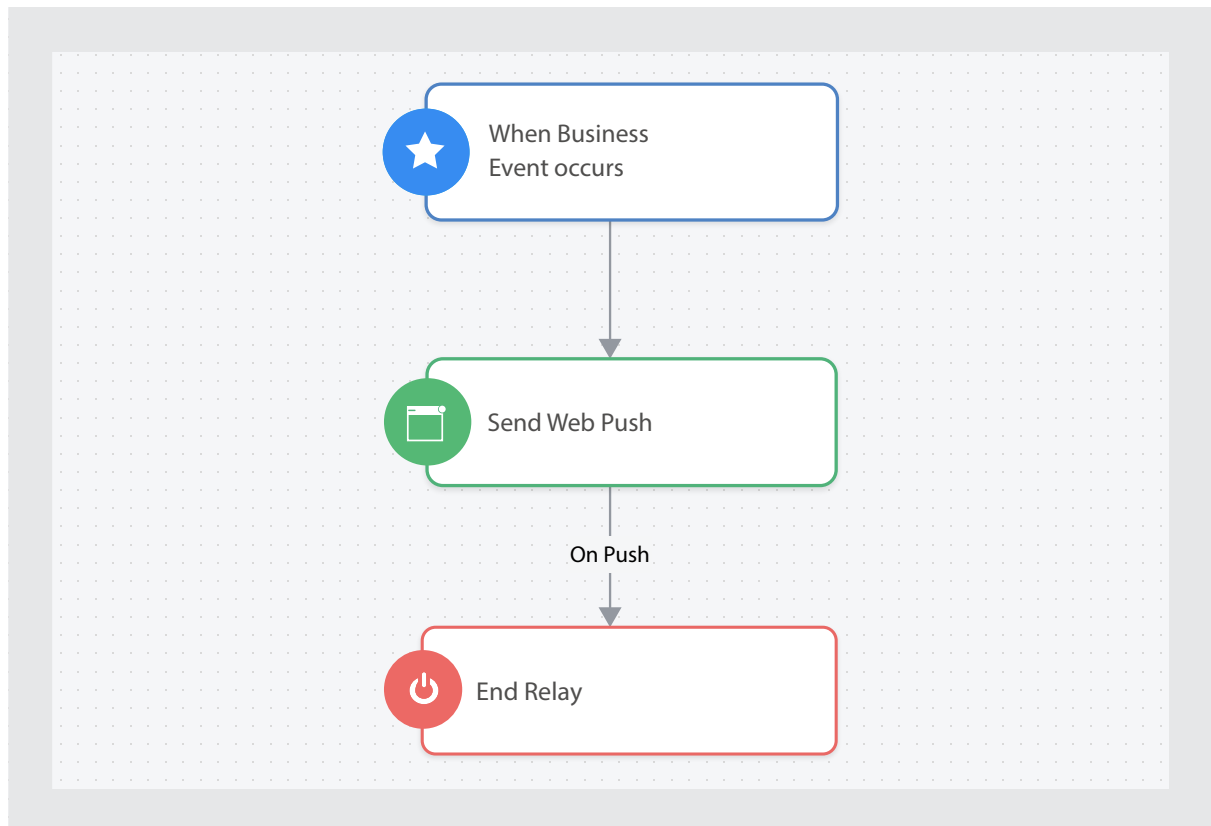
Creating *Relays* on the WebEngage dashboard is a simple 3-step process.

**Step 1:** Select the defined *Business Event*.

**Step 2:** Choose the readers' preferred channel of communication.

**Step 3:** End the *Relay*.

Here's how one of the the *Relays* looks like on the WebEngage dashboard:



After creating different *Relays*, Vikatan configured the *Relays* trigger. Here's how the configuration screen looks like on the WebEngage dashboard:

WebEngage Vikatan

### Trigger: When Business Event Occurs

Configuration History

BUSINESS EVENT Web Push

SEGMENT  or CREATE NEW SEGMENT

MAPPING OF BUSINESS EVENT TO SEGMENT

- ☒ Map business event attribute to user profile attribute
- ☐ Map business event attribute to attribute of event done by user

| USER PROFILE ATTRIBUTE | DATA TYPE            | BUSINESS EVENT ATTRIBUTE | DATA TYPE            |
|------------------------|----------------------|--------------------------|----------------------|
| <input type="text"/>   | <input type="text"/> | <input type="text"/>     | <input type="text"/> |

ADD MAPPING



Did you notice something interesting on the configuration screen?

The configuration screen contains a field, 'Segment', that Vikatan needs to define before configuring the *Relays* workflow. To do this, Vikatan created [dynamic segments](#) to engage its readers interested in different genres like Sports, Crime, Technology, Cinema and more.

What are *Dynamic Segments*?

Segments on the WebEngage dashboard are never static. They are dynamic in the sense that WebEngage tracks readers' actions in real-time. In this case, the readers get added or removed from the segments as and when their actions/attributes match/don't match the segment rules. Rather than manually creating segments of its readers, dynamic segmentation enables Vikatan to automatically bucket its readers based on real-time data.

After configuring the *Relays* with a *Business Event* and dynamic segment, Vikatan sends the communication to its readers using Web Push as a channel.

Here's how the Web Push communication looks like:



Vikatan sends similar communication in multiple languages across different genres.

## Results

Genre-based, real-time communication using *Relays* helps Vikatan deliver authentic reader experiences at scale and drive phenomenal results.

**40%** reader engagement for the campaigns sent through *Relays*  
Over **5%** unique readers view the articles

## Goal #2 | Minimize app uninstalls

The average cost to acquire a mobile app user is almost \$4 and research shows that this cost continues to climb\*. With increasing Cost Per Acquisition (CPA), it's important for Vikatan to ensure that the readers who download the app use it for a longer time.

Therefore, the Product and Marketing teams at Vikatan wanted to find the right balance between CLV and CPA keeping in mind the business and the industry. To achieve the perfect balance, **Vikatan first wanted to minimize the uninstalls on the Vikatan app.**

## Challenge #2 | Lack of app uninstall data and trends

Before jumping onto solving the challenge, the team at Vikatan wanted to adopt a long-term approach by figuring out the root cause of uninstalls.

While the approach was in the right direction, **the team didn't have enough time and resources to**

1. Collate the readers' scattered data
2. Analyze the data to derive meaningful insights and take actions

## Solution #2 | Real-time reader engagement at scale

The WebEngage CSM team suggested the teams at Vikatan to **derive insights from the [Uninstalls](#) section on the WebEngage dashboard.** The idea was to figure out which channels, campaigns, and devices led to the most number of app uninstalls.

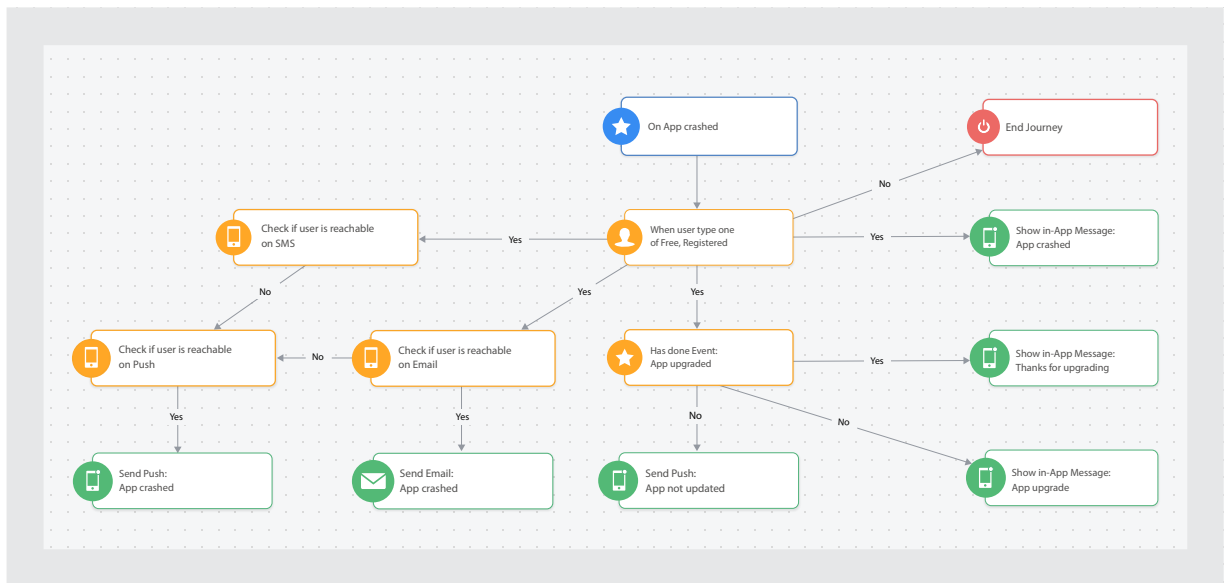
On analyzing its uninstall trends, the team at Vikatan decided to reach out to readers who uninstalled the Vikatan app. After running a survey with these users, it was found that a majority of Vikatan readers uninstalled the app after the app crashed on their devices.

As the reason was now clear, the team at Vikatan decided to address the concern and encourage the readers to stay back by upgrading the app whenever the app crash is experienced by the readers.

The team has designed a trigger-based journey using the [WebEngage Journey Designer](#) to make this happen.



Here's how the App Upgrade Journey looks like on the WebEngage dashboard:

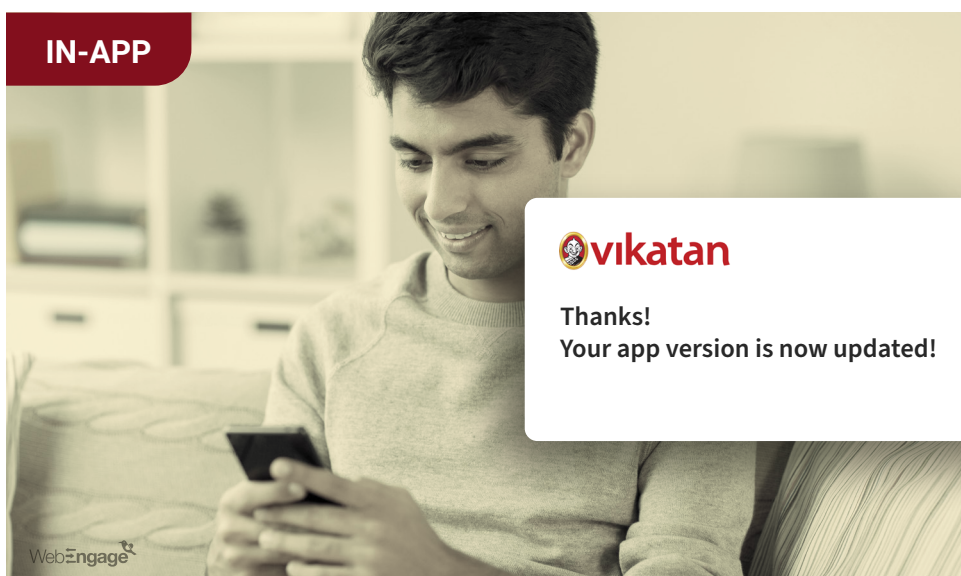


### How does the App Upgrade Journey work?

The journey starts with an event trigger 'App Crashed'. 'App Crashed' is a [system event](#) that is triggered when an app crashes on a mobile device. After checking the event occurrence, the journey employs a Check User Attribute block. This block checks whether the reader is a **Free reader or a Paid reader**.

The journey proceeds and employs an event block to check the occurrence of the event 'App Upgraded.' 'App Upgraded' is a system event that is triggered when a reader upgrades the app on his/her mobile device. After checking the event occurrence, readers receive two types of communication based on their app upgrade status.

**FIRST**→ 'Thank you message' if the readers have upgraded their apps.



**SECOND** → 'Update the app' message if the readers haven't upgraded their apps.



**Interesting Fact:** You can send a push notification to multiple *Android* and *iOS* apps from the WebEngage dashboard.

## Result

Reaching out to people in real-time via the right channel of communication has helped Vikatan in ensuring over **18%** of targeted readers upgrade the Vikatan app on their phones.

# The WebEngage Effect on



## 40%

readers successfully  
engaged via Relays



## Over 5%

unique readers viewed  
the articles



## Over 18%

readers upgraded the  
Vikatan app on their mobile

## Loved the case study?

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WebEngage is a customer data platform and marketing automation suite that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

### TALK TO US TODAY

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