

How Tickertape Drives ~11% In-App CTRs Overtaking Industry Benchmark of 8.3%



About Tickertape

Tickertape is a content and information platform for stocks, ETFs, Mutual Funds, and other investment instruments. Owned by Anchorage Technologies Private Limited, Tickertape aims to make investing more inclusive by offering retail investors institutional knowledge, access to data and benchmarks, tools for analysis, and the chance to be a part of a vertical community of investors.

To learn more, visit tickertape.in



3 Million
MAUs

5 million+
Downloads

120,000+
Paying members

Business Offerings of Tickertape:

- Stock Screener
- Mutual Funds Screener
- Market Mood Index
- Stock Deals
- Asset Pages
- Watchlist
- Portfolio
- Social



Regarding demographics, the most active customers for Tickertape come from: Delhi, Mumbai, Patna, Lucknow, Kolkata, Ahmedabad, Pune, Hyderabad, Bengaluru, and Indore, with the most active time of the day during the stock market opening and closing hours.



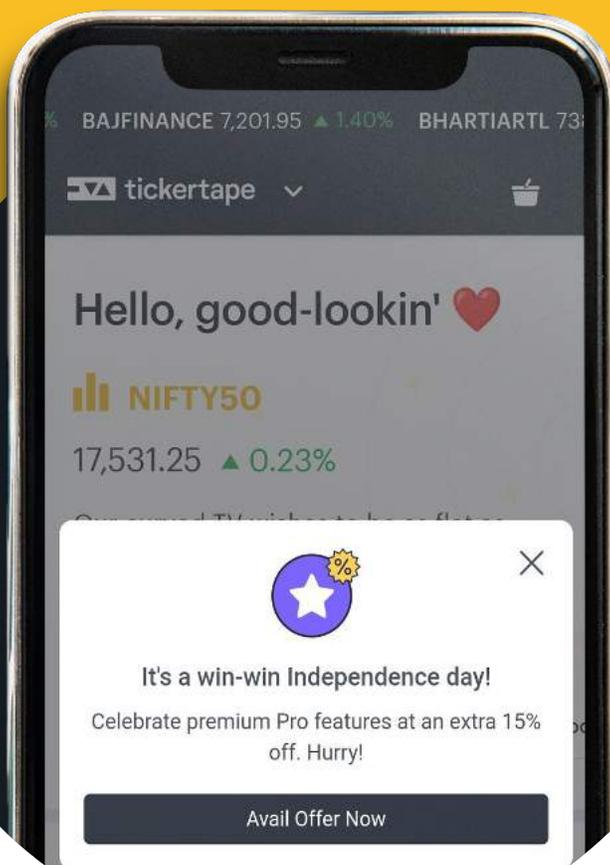
‘Our aim at Tickertape is to build a comprehensive investment ecosystem where individual and retail investors can better manage their finances by providing them with access to tools and a community of fellow investors, encouraging knowledge sharing and mutual learning. What we noticed, however, was a fragmented market with a clear gap in contextual learning, analysis, and finally, execution. We aim to resolve that by educating the average retail investor to better their financial outcomes. We are delighted to partner with MoEngage and leverage the capabilities of their insights-led engagement platform, particularly in-app communication, to drive meaningful engagement. We’re already seeing results, viz. Improvement of CTRs from 2% to ~11%.’

Manish Bansal

VP Growth and Marketing, Tickertape

Driving Feature Discovery While Improving Retention, Stickiness, and Time Spent In-App

One of the biggest objectives for TickerTape was to improve the financial outcomes of its customers. To do that, they needed to promote holistic learning and contextual understanding regarding investments. The investment analysis platform sought to promote feature discovery by nudging customers to perform funnel-level events such as signup, upgrade to the pro version, and link broker, among others and is now building a vertical community of like-minded investors to encourage peer learning. This would not only boost retention and stickiness on a feature and platform level but also increase the amount of time spent on the platform.



How MoEngage Helped Tickertape Increase CTRs Beyond Industry Standards Using HTML In-App Campaigns

The industry standard for in-app CTR stands somewhere around 8.3%, while Tickertape was able to observe CTRs above 10.8%. How did they achieve this feat? The answer is contextual in-app communication using HTML templates. Contextual in-app messages can be used to show personalized communication only on specific screens or specific parts of a screen like fragments. This can be used to restrict in-app campaigns to specific app fragments, which will be triggered based on a customer's behavior inside the app.

In order to encourage customers to spend higher time in-app, in turn improving the stickiness and product discovery, Tickertape started showcasing different in-app messages based on the section of the app the customer was in.



With different features and product lines in the app, Tickertape could personalize in-app communications using HTML templates. Tickertape now shows in-app communication on specific screens instead of relying on customer triggers that may or may not trigger in-apps at the right time.



Top MoEngage Features and Functionalities Used by Tickertape:



HTML In-App



Segmentation



‘At Tickertape, we needed an omnichannel customer engagement platform with custom HTML capability that would allow us to build our in-app communication, which is much more aligned with the app design. After evaluating other options, we strongly felt MoEngage’s Push Amplification® feature (enabling higher reach for our notifications) combined with Flows would help us in meaningfully engage our new, regular, and dormant customers. In the future, we aim to use HTML in-apps for gamification events such as scratch cards, spin the wheel, forms, and more to engage our customers.’

Shyam Athreye

Senior Product Manager, Tickertape



Using MoEngage's
HTML in-app feature,
Tickertape observed:

10.8%

Overall CTR compared to
industry benchmarks of 8.3%

60%

Of customers seeing their
campaigns compared to 20-30%
for event-triggered campaigns



About MoEngage

MoEngage is an insights-led customer engagement platform built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee, along with internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia, use MoEngage to orchestrate efficient customer engagement. MoEngage was recognized as a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for [Fall 2020 Grid® Reports](#), and the #1 Mobile Marketing Platform in G2's [Spring 2021 Momentum Report](#) for our solutions. MoEngage recognized as a Strong Performer in [The Forrester Wave™ Q3 2021 report– Cross-Channel Campaign Management](#).

[Get a demo of MoEngage today!](#)