

moengage

AXIS

How AXISNet Drives Higher Engagement, Growing MAUs by 89.5%



AXIS aims to provide younger customers with convenient and easier access to services with assortment of features through AXISNet application

AXIS is an Indonesian cellular brand licensing service owned by XL Axiata, a subsidiary of the Axiata Group. With 382 international roaming partners in 159 countries, AXIS has coverage in 80% of the population across Sumatra, Java, Bali, Lombok, Kalimantan, Sulawesi, and 400 other cities in Indonesia. The target segment for this Indonesian telco is primarily the youth population, for whom they provide an integrated application called AXISNet. Through this app, AXIS provides various offerings (serving millions of Indonesians) such as Access Without Quota, Lock Balance, bonus with the Super Sureprize, personalized and specialized offers among others.

Challenge of driving mobile app adoption

The market doesn't have much buying power and as such tends to only use AXIS for freebies. The target audience base heavily consumes package data but isn't particularly interested in using the AXISNet app or the plethora of offerings it provides. With a clear focus on driving mobile app adoption, particularly among the young population, engaging consumers and converting them via the app became a priority for AXIS.



Here at AXISNet, we are focused on driving the adoption of our mobile app, particularly among the younger demographic. We want to nudge our target audience to start using the app and the offerings it provides, like the customized package creation among others. Using MoEngage's insights-led engagement platform and capabilities, we're able to create better-converting campaigns leading to higher active users across the app, get a 360-degree customer profile, and understand customer preferences and affinities thus reducing our dependence on technology teams. We look forward to leveraging further advanced segmentation and deeper engagement abilities to amp up the adoption of our app.



Dhany Saballini

Consumer Touchpoint Product Owner, Youth Touchpoints

Why AXISNet chose MoEngage?

“We at AXISNet decided to choose MoEngage because of the smooth onboarding, faster turnaround time, quicker time to close the issue, and local representation because of which issues can be raised directly and resolved faster. Using MoEngage, we were able to increase the engagement on our app, uplift active users across the app, reduce churn, boost retention and improve Click-through Rates and conversions of our push campaigns.

Joko Prasetyo

Customer Touchpoint Business Development
Youth Touchpoints Management



Goals



How MoEngage helped AXISNet

Prior to MoEngage implementation, the team at AXIS relied on Firebase Cloud Messaging (FCM), Google's Push Notification delivery service to send out push communications. As a result of devices getting disconnected from the FCM, a significant amount of their push notifications were getting undelivered ultimately resulting in lower engagement and LTV. With their own internal campaign management system in place helping with customer profiling, the team at AXIS was heavily dependent on tech function. With MoEngage's proprietary Push Amplification™ technology, AXISNet was able to drive higher push delivery, thus boosting engagement and LTV.

This is where an insights-led engagement platform like MoEngage came in handy. With MoEngage, the teams at AXIS were able to access a 360-degree customer profile seamlessly (without any dependence on tech teams) and understand customer preferences and affinities. Using the insights-led customer engagement platform, AXIS could then segment customers based on their actions and attributes and run omnichannel campaigns to encourage adoption and usage of its app, AXISNet.

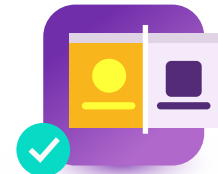
MoEngage Products Used



Flows
(for onboarding & reactivation)



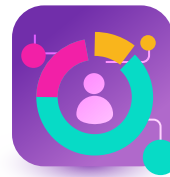
**Push Notifications
and Push Amplification™**



**A/B testing and
Control Group**



In-app



Advanced Segmentation

The scale at which **AXIS**
operates and how
MoEngage has been assisting

Through In-app
messages, they've been
able to generate **39M**
impressions and
influence **12M**
conversions

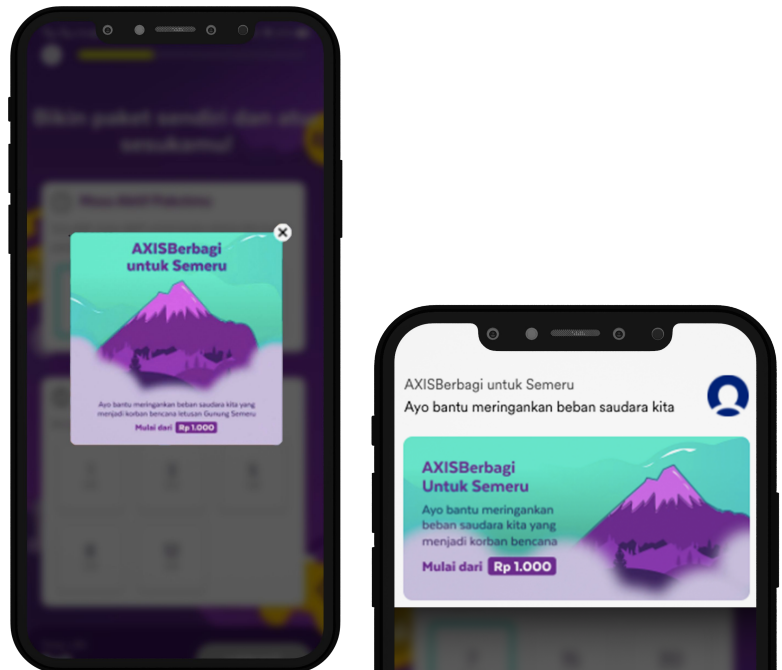
AXIS has utilized
MoEngage for it's
large scale events
like XL Anniversary
Sale and Ramadan
campaign

AXIS has more
than **10M**
Subscribers
that have
AXISNet Apps

Using MoEngage,
AXIS sends **500+ M**
Notifications/month,
generating **223M** App
Opens/month and
influencing **67M**
conversions/month

Non-Business Utilization (Charity & Nationalism)

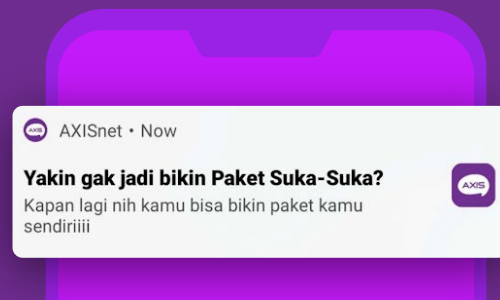
Not only from the business side, AXIS also encourages its customers to help out those in need of urgent aid, dealing with the 'Semeru' volcano eruption crisis. The customers can aid the relief efforts by buying one of the AXIS packages and contributing to charity starting from IDR 1000. It successfully generated over 8.6K transactions and conversions (with 19% impression uplift from Push Amplification™). It shows that teenagers also care.



Results

- Push Amplification™ has generated a 17.3% uplift in push delivery (December 2021)
- Retention rates have improved with install to uninstall rates gradually decreasing from **21.24% in Oct 2021 to 20.11% in Dec 2021**. Similarly, the **install to uninstall rates** after receiving a push has gone down from **9.42%** in Oct 2021 to **8.42%** in Dec 2021
- **35%** Monthly transacting Customer base (26-30% before using MoEngage) with user stickiness reaching above 30% (Nov-Dec 2021) whereas the benchmark for stickiness is generally between 16-21%
- **89.5%** Growth in MAU in less than 1 year (Apr-Dec 2021) with the benchmark around **88%**

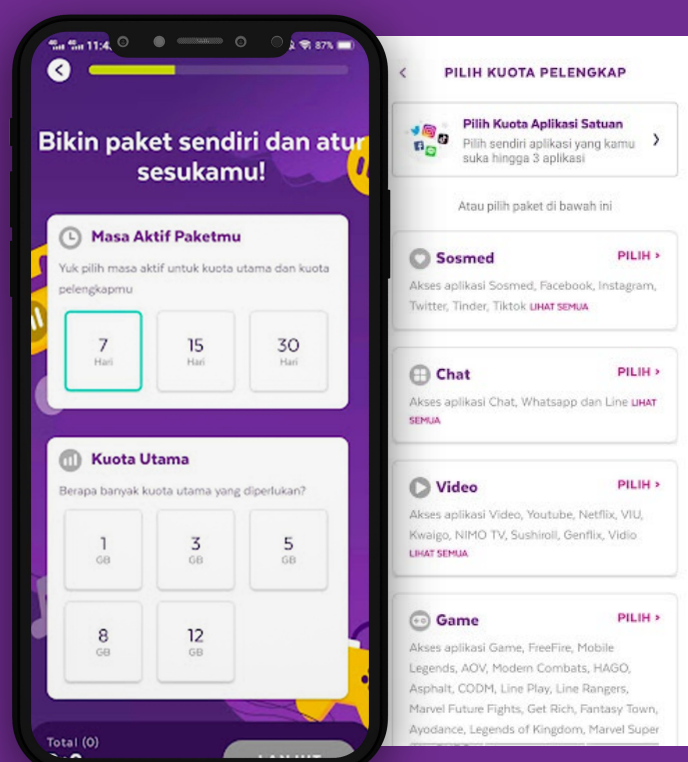
- New AXIS subscribers (buy mobile number for the 1st time) to 1st transaction with a Conversion Rate of **17.38%** (26% uplift from Control Group) and successfully converted **365,000** from **2.1 million** new subscribers
- New AXISNet App Users to 1st transaction with a Conversion Rate of **24.7%** (**26% uplift from Control Group**) and successfully converted **169,000** from **688,000** new AXISNet app users
- Reactivation campaign of customer segment who haven't purchased in 60 days, has yielded **2 million** conversions with **16.3%** Conversion Rate (with 13% uplift from Control Group)
- The one-time campaign to encourage purchase from repeat customers yielded a Click-through Rate of 2.23%, a Conversion Rate of 7.43% with an 18.8% uplift from Push Amplification™
- AXISNet drove customized package offerings using a triggered campaign (for abandoned purchase) observing a **24% uplift from Push Amplification™** with a Click-through Rate of **6.57%** and a Conversion Rate of **4.94%**



Push notification nudging customers to create a customized package

Customized Package UI

The customized package offering prompts customers to create their own package with the option to choose quotas such as social media, chat, video, and game





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 POPS Worldwide use MoEngage to orchestrate efficient customer engagement. MoEngage was recognized as a Leader in the [Gartner Magic Quadrant 2020](#) for Mobile Marketing Platforms and a Strong Performer in [The Forrester Wave™ Report](#) for Cross-Channel Campaign Management (Independent Platforms), Q3 2021. G2 also named MoEngage a Leader in the [Fall 2020 Grid® Report](#), and the #1 Mobile Marketing Platform in the [Spring 2021 Momentum Report](#).

