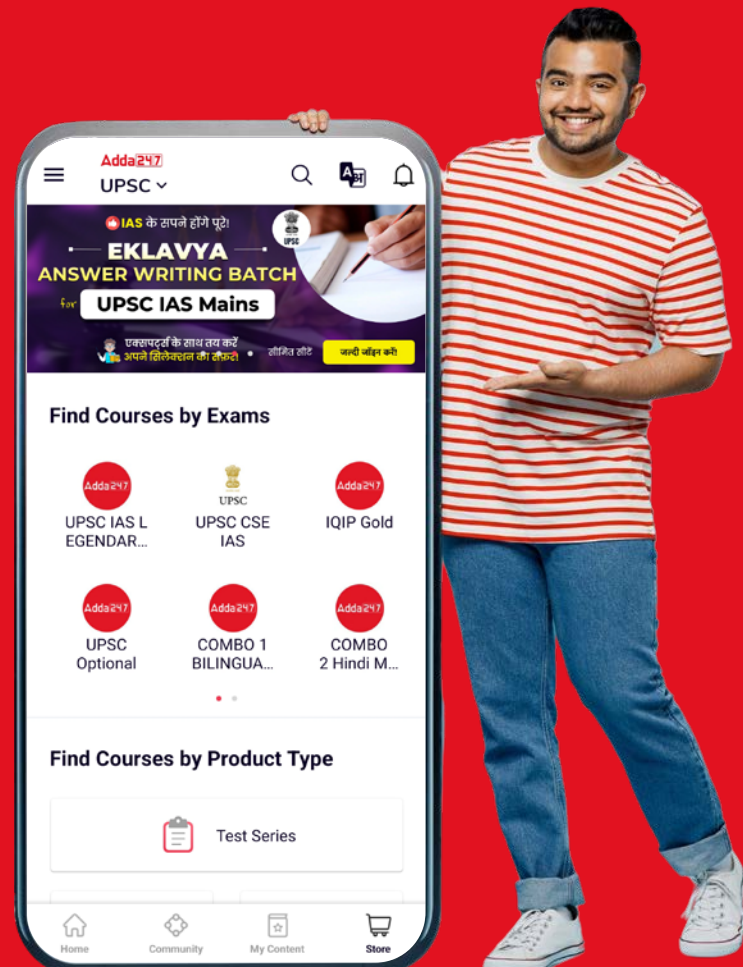


# How Adda247 Clocked 60% Q-o-Q Uplift in Revenue Using MoEngage



## About Adda247

Adda247 is one of India's largest vernacular learning platforms. The company is headquartered in Gurugram, Haryana, India, and is one of India's leading education technology organizations focused on the government job test preparation segment. Adda247 was started with a view to providing all the latest updates regarding government jobs to the aspirants and has now become the most trusted platform for the same. Adda247 app is ranked #1 Android app in terms of usage among all education apps in India.

## What they say about us:

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With MoEngage as our engagement partner, we've been able to engage the disengaged customers, increase conversions, and also see a substantial uplift in our revenue streams from various channels. Using features like behavior and funnel analytics, we've been able to dive deeper into the psyche of our platform users and cater to their preferences in a way that's completely personalized.

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**Chandan Singh**

Co-Founder and CPO, Adda247

## Striking the Right Cords to Drive Engagement in Ed-tech:

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Ed-tech as an industry has seen fluctuating growth patterns, filled with ups and downs in the last couple of years. The turbulent nature of the industry has proven challenging to most players in the ecosystem and, hence, has been a game to survive.

While the same challenges were thrown in Adda247's way, the Ed-tech giant has been able to sail through and thrive, even during market slowdowns. The **35+ Million** Monthly Active Users (MAUs) and **220+ Million** views on their YouTube channel are a testament to their success.

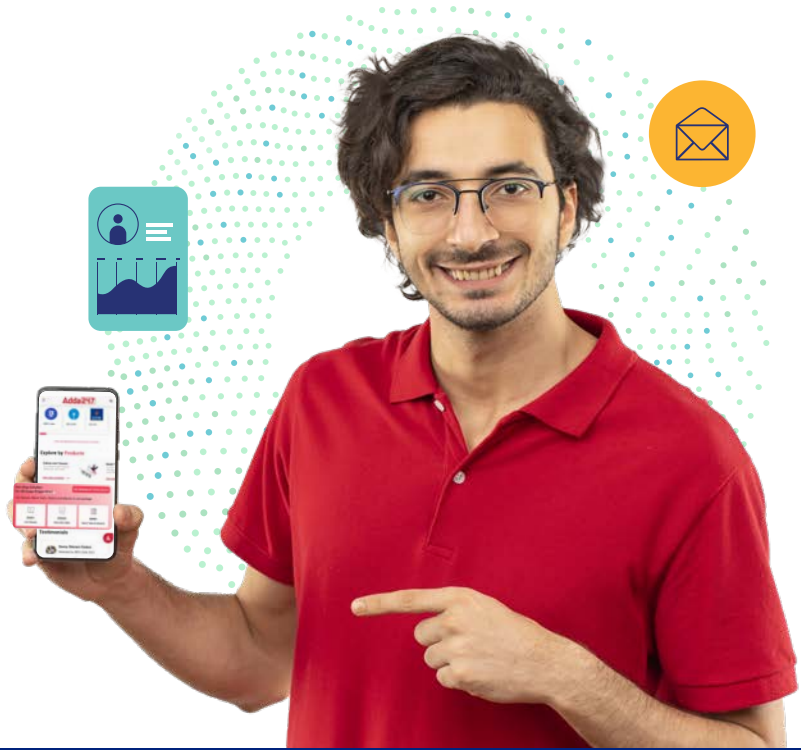
**So, what sets Adda247 apart from the plethora of other players in the industry?**

The value they provide to their customers has been undeniably unmatched in the current scenario. In addition to that, driving the said value using a customer engagement platform like MoEngage has been a game changer.

# Blueprint to Creating an Engaged and High-value Customer Base:

With the Ed-tech market all set to reach **US\$4 billion** by 2025, it's a no-brainer that brands need to re-evaluate how they're engaging with prospective customers and retain the existing ones in the long run.

Now let's dive into how Adda247 successfully accomplished the same using MoEngage.

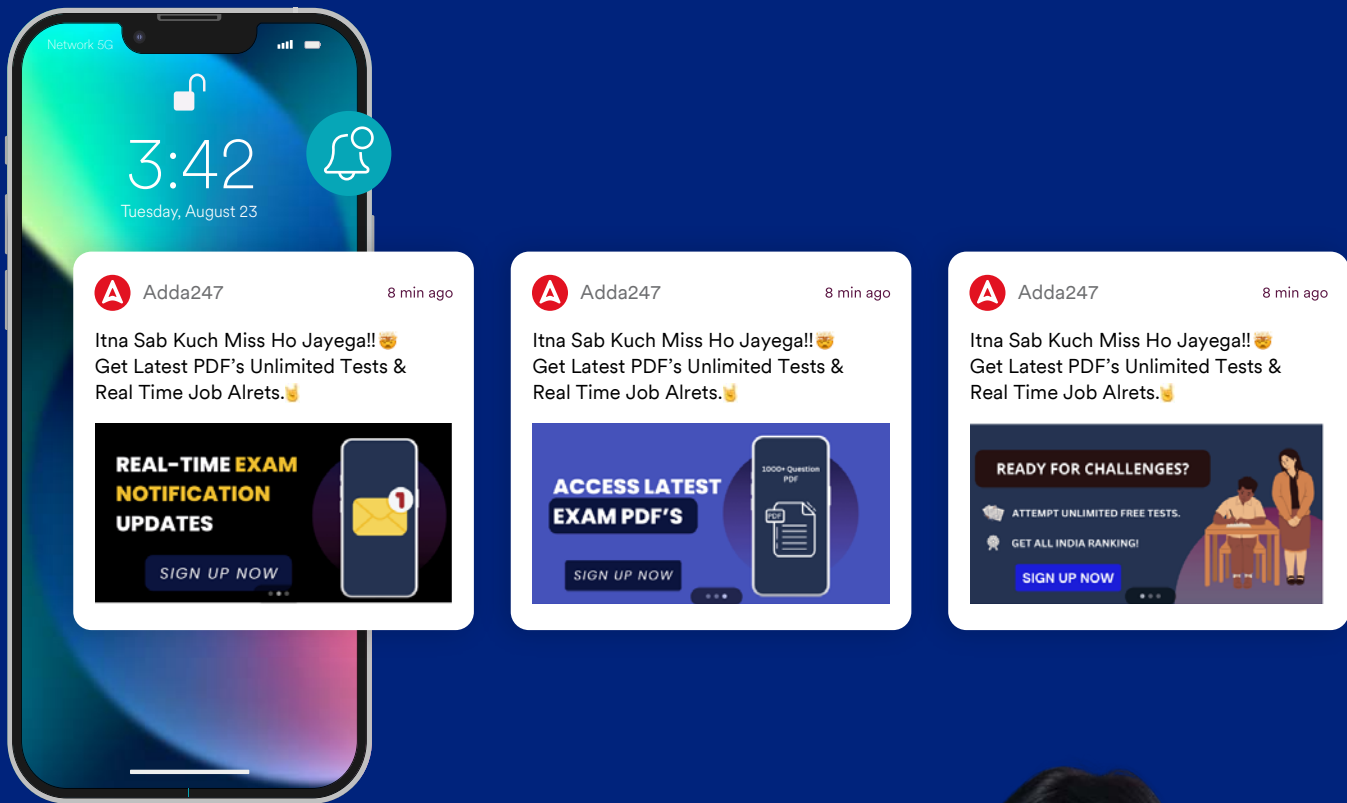


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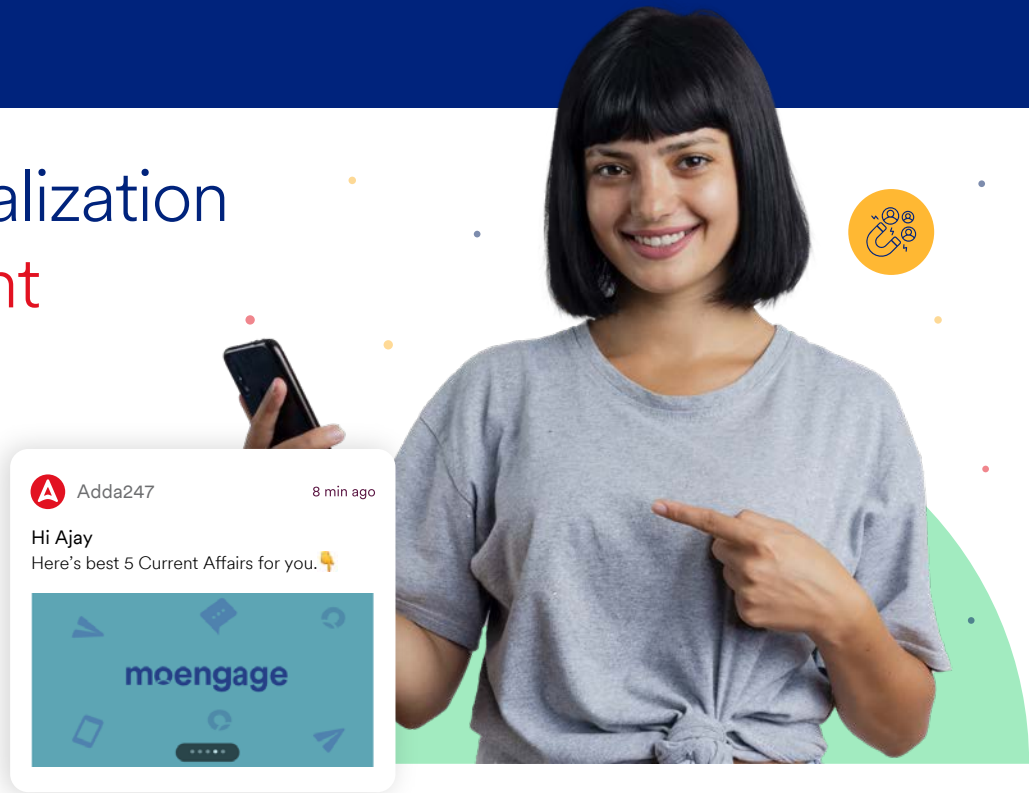
## Personalized Reading Material Recommendations to Engage Customers:

The EdTech industry has come a long way and is becoming one of the most competitive and valuable markets. To derive value from your customers, brands must engage them effectively in order to establish a lasting relationship with them. The end goal will always be to retain a loyal customer base, and excellent customer engagement feeds directly into that.

To engage with its customers, Adda247 disseminated relevant reading materials that would be crucial to the type of tests they were preparing for. These campaigns were highly contextual and customized to a T so that the students would find real value in the reading materials shared. Adda247 utilized MoEngage's features like Content API (for emails) and Carousel Push Templates to execute the same.



# Feed Personalization Using Content API in Push



Owing to the high relevancy of the reading materials for the campaigns, the Ed-tech brand saw a 1.69% clickthrough rate and about 60% quarter-on-quarter uplift in revenue from its email campaigns!



## Did You Know:

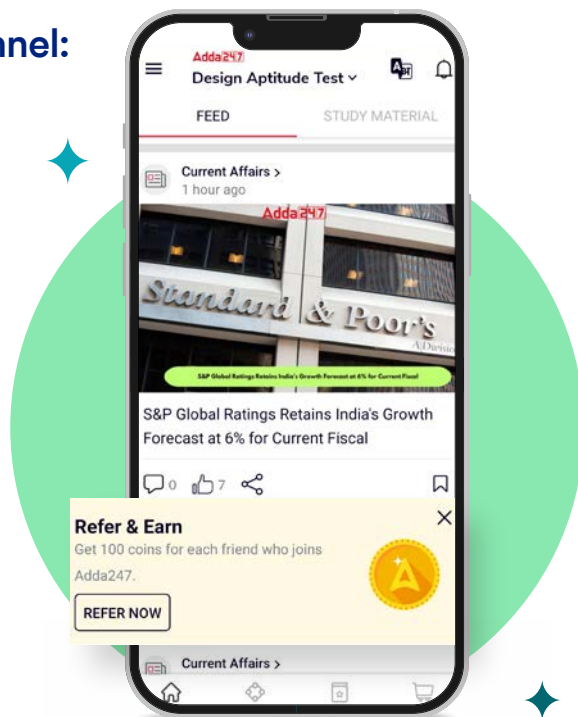
MoEngage Content API allows you to create campaigns that are personalized dynamically using the data fetched from the backend to enrich the campaigns in real time. Such targeted, relevant, and timely communication has been proven to have much better engagement and conversion rates when compared to generic campaigns.

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### Driving Conversions Through the In-App Channel:

If you examine the ways to increase conversions, you will notice that they all aim at confirmed income generation rather than raising the odds of achieving so. The spray-and-pray approach is no longer an effective way of making sure that conversions are actually occurring— not when the world of customer engagement has grown exponentially in the last few years.

Using MoEngage's In-App functionalities, Adda247 sent out contextually relevant In-App messages to motivate its app users to take action and convert. These In-App messages also had a FOMO-inducing element that added to the success of these campaigns.



moengage



Needless to say, these campaigns were very well received by the Adda247 customers as the conversion rates from these lead-gen campaigns saw a high of around 8%! There was also a notable increase in the revenue streaming through these campaigns, with the Ed-tech brand clocking a 16% quarter-on-quarter uplift.



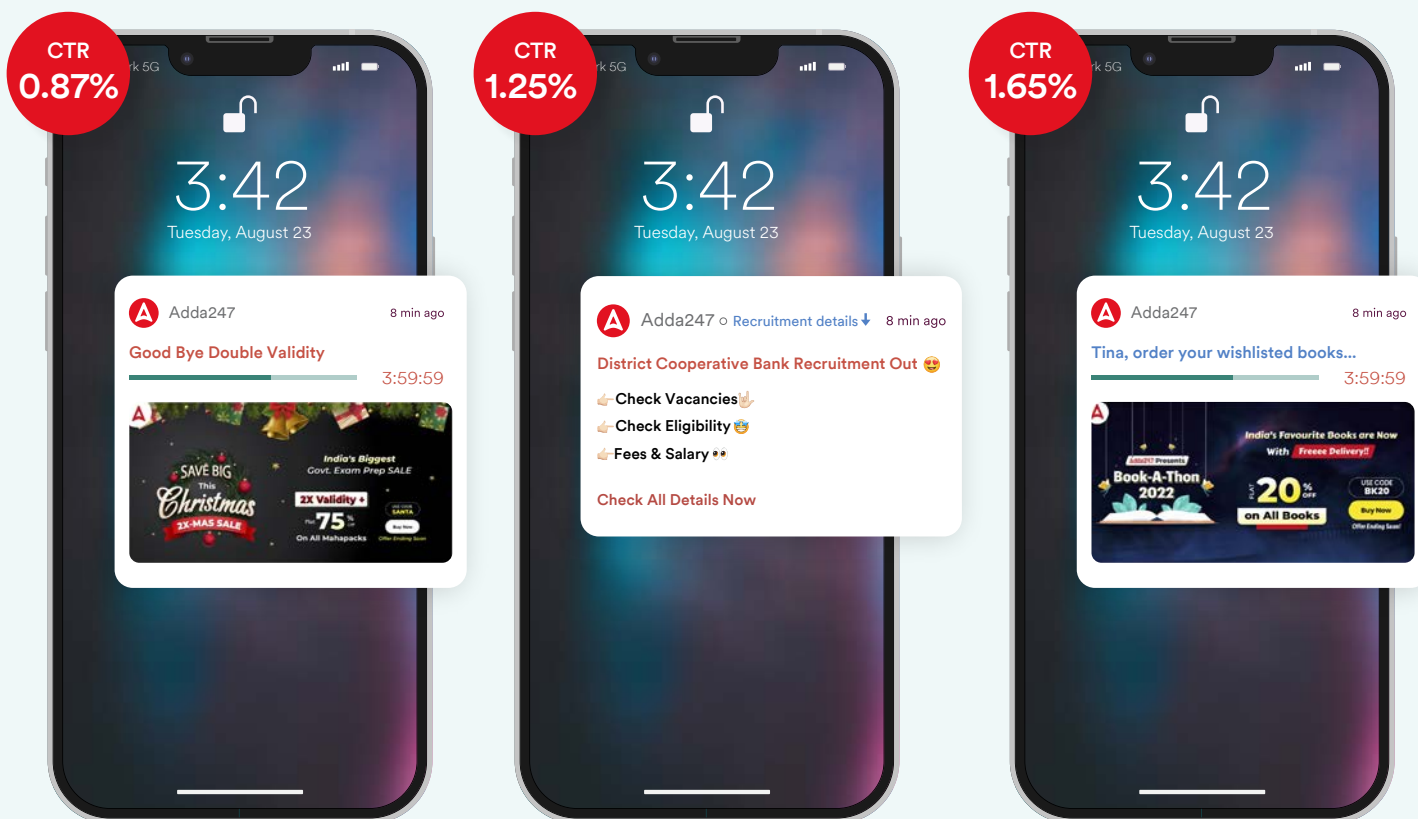
## Did You Know:

MoEngage In-App capabilities allow brands to dig into rich analytics to measure the performance of their In-App campaigns. This includes impressions, clicks, conversions, unique customers who have converted, and much more. Additionally, an extensive catalog of In-App templates too is readily available to help brands craft campaigns that resonate perfectly with their customers.

## Nurturing Customers by Experimenting With a Variety of Push Campaigns

No matter what the industry, retention is a long-term game that solely depends on whether a brand is able to successfully remain at the forefront of its customer's minds. Additionally, push campaigns are hands down one of the most effective ways to nurture the existing customer base into making repeat purchases.

In line with the same, Adda 247 experimented with various types of push notification campaigns to validate what works best for their user base. From basic to stylized push templates to personalized progressed bar push notifications, the Ed-tech brand tried it all, and the results speak for themselves.



Basic Push

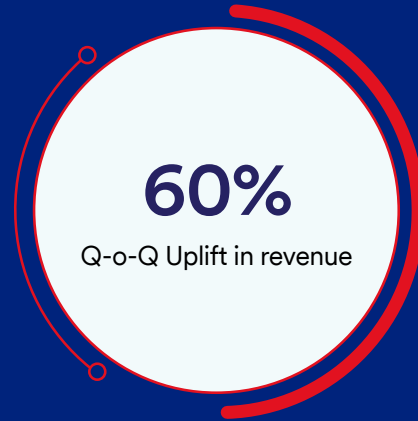
Stylized Push

Progressed Bar Push

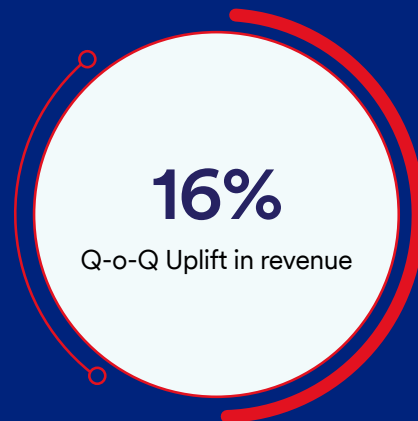
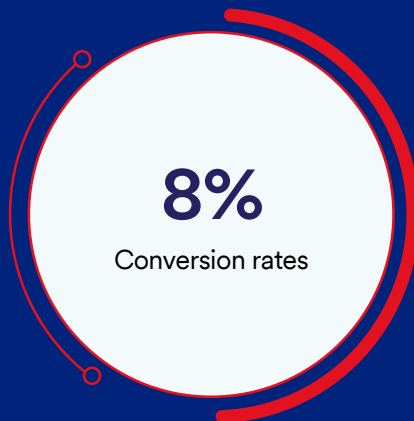
These push campaigns saw impressions as high as 939,000! Consequently, the revenue being generated via the push channel saw a 13% quarter-on-quarter increment.

# Results

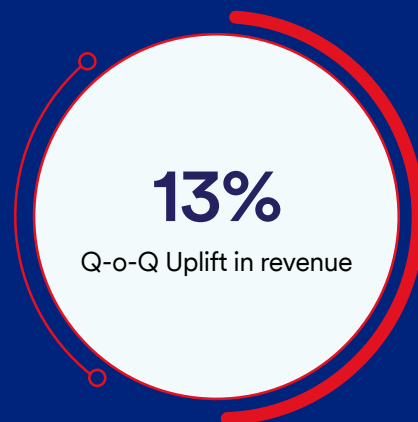
Through Email campaigns, Adda247 observed:



Using In-App campaigns, the Ed-tech brand achieved:



Adda247 also disseminated Push campaigns that clocked:





# MoEngage Features Used:

[Email Campaigns](#) | [Mobile Push Notifications](#) | [Stylized Push Templates](#) | [In-App Messaging](#)

## About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Westside, HUL, Airtel, Flipkart, Wynk Music, Policybazaar, HT Media, OYO, Navi, Mint, Domino's, Bisleri, BigBasket, Ola, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a [Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer'](#) for the Multichannel Marketing Hubs Report and a Strong Performer in the [Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation](#).

See how MoEngage's customer engagement platform can power your growth strategy:

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

To learn more, visit [www.moengage.com](http://www.moengage.com).