

Adda247 Automates 90% of Customer Data Analysis Using MoEngage Analytics



About Adda247

Adda247, earlier known as Career Power, is a reputed educational tech company focussed on providing government test preparation training and material. Adda247's app is an all-inclusive app offering a compilation of videos, articles, quizzes, eBooks, discussion forums, job alerts and much more. Apart from Adda247 mobile app, the company also hosts other platforms such as Adda247 YouTube channel, sscadda.com, Career Power, bankersadda.com and ctetadda.com.

The company's aim is to offer an education platform for students and candidates that provides ease in learning and enhance skills to allow job security at various departments and ministries of the Government.

Results

90%

Data analysis automated through custom dashboards

72%

Time saved on a manual intervention

The Challenge

With more than 20 million users, Adda247 looks to offer consistent customer engagement in a regular manner. However, even with regular customer engagement campaigns, the brand was observing a decline in engagement as there was a lack of personalized customer preferences in communications.

The brand realized that the declining engagement rates required them to analyze customer behavior. Currently, they were not analyzing campaigns to understand customers' usage and interest of the platform. They also knew customers were abandoning the tests but did not have any data at which stage.

The brand needed an automated analytics tool that will automate customer behavior analysis by removing human intervention.

Goals

- Analyze customer behavior on a daily basis to understand interests, preferences and dropout points.
- Create data-driven engagement and bring customers back through re-activation campaigns.



The Solution

With MoEngage, Adda247 was not only able to understand customer behavior but was also able to run data-driven customer engagement campaigns. Using MoEngage Analytics, the brand was able to analyze customer behavior including their app usage, in-app activity and search, course/exam interest and specific dropout points. To get a better view of customer preferences, they created a custom dashboard for various different activities:

Usage	Engagement
Product Conversions	Marketing Conversions
Exam Category Performance	Retentions
Sale Analysis	Coupon Analysis
Score Analysis	Video
	E-Book Engagement



The brand analyzed customer behavior on a daily basis and was able to identify multiple dropoff points. Using behavior analytics, they were able to create customer engagement campaigns reaching the right customer, at the right time and encouraging them to perform the desired action. Adda247 also used MoEngage’s Email capability to connect with their users and re-engage them.



Automation for Efficiency and Speed

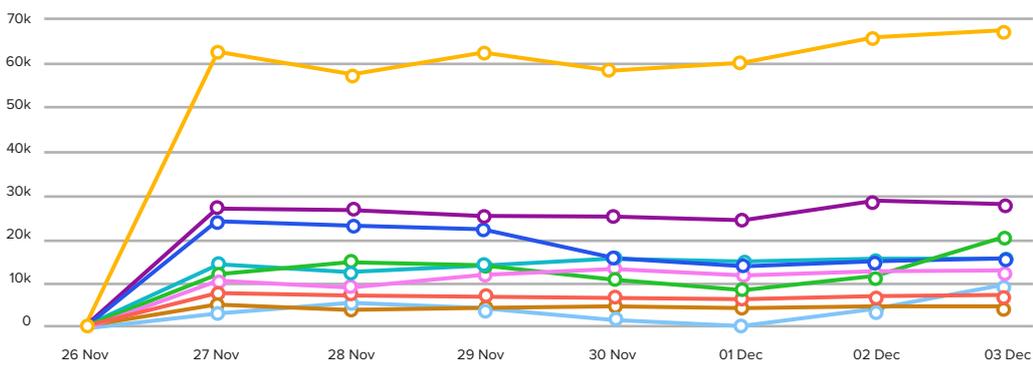
Before using MoEngage, Adda247’s marketing team had to rely on a lot of human intervention in order to analyze and use consumer behavioral data. Using the MoEngage Analytics feature, the team could build higher efficiency in their analytics and also execute faster.



Custom Dashboard Analysis

Adda247 created multiple custom dashboards for marketing, test, purchase, free content activities. This helped them to understand the performance of the campaigns on a daily basis.

Video Content Analytics



[*Adda247 applies Analytics to understand performance of various content types on app & website]





Customer Reactivation

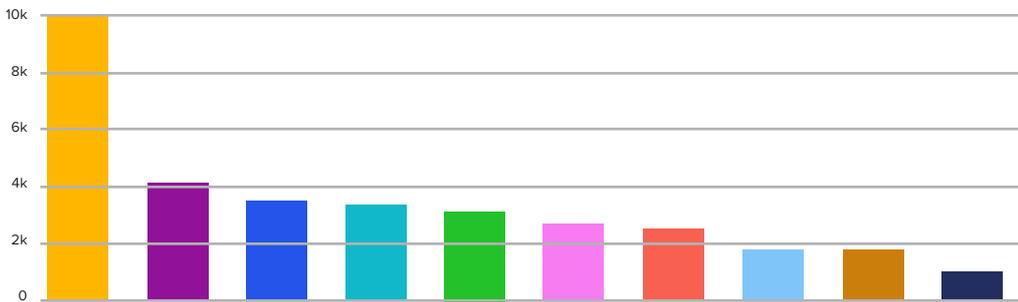
Regular campaign analysis helped Adda247 to send personalized communication based on customers' interests and intent. This personalization helped to increase engagement.



Reduced Manual Analysis

Having the email and analytics into one platform helped the team greatly. Using MoEngage Analytics, they can identify relevant segments and initiate campaigns from the same screen. This helped Adda247 reduce human invention. Today, 90% of their data analysis is automated and the team rightly spends their time on strategy and the creative aspects of marketing.

Offers & Discount Analytics



[*Adda247 utilizes Analytics to monitor various offers and analyze their performance]



What They Say About MoEngage

“MoEngage helped us bring in automation for some very crucial activities while allowing us to map customer behavior across our app. After utilizing Analytics, it has become easier to understand our customers— their interests and intentions. We are able to implement data-backed campaigns.”



Chandan Singh
VP - Product,
Adda247



About MoEngage

MoEngage is an intelligent customer engagement platform, built for the mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, and SMS, with auto-optimization towards higher conversions. Fortune 500 brands across 35+ countries such as McAfee, Samsung, Tokopedia, Traveloka, and Airtel use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner's Magic Quadrant for two consecutive years and is the youngest company on the list alongside giants such as Salesforce, IBM, and Oracle. It is also the highest-rated mobile marketing platform in 2019 Gartner Peer Insights 'Voice of the Customer' Report.

Read More About MoEngage's Email Campaigns [▶ Here](#)



 hello@moengage.com

 www.moengage.com

 twitter.com/moengage