

How Airtel Xstream achieved their North Star Metrics for Growth using MoEngage

40 million

Push Notifications sent in a window of 2 minutes

85.6%

Conversion rate from mobile in-app interstitials

61.4%

User retention rate on mobile platforms



About Airtel Xstream

Xstream, Airtel's video streaming platform, was started to revolutionize the way people experience entertainment and reshape the mobile entertainment streaming landscape by pushing the boundaries of technology for the greatest cause there is – Entertainment. Over 17 million people currently access 350+ Live TV Channels, 10000+ Movies, 100+ TV Shows, Originals, and much more on the Xstream iOS and Android mobile apps.

After understanding how the COVID-19 pandemic reshaped the way a user consumes content, the Growth and Content teams at Airtel Xstream leveraged MoEngage to observe their users' consumption patterns and send relevant messages in real-time on Airtel Xstream's mobile platforms.

These two teams are responsible for growing engagement on the Android and iOS mobile apps while retaining newly acquired users.

North star metrics for Growth:

- ★ Engagement metrics: Streamtime and Streamtime-per-subscriber
- ★ Retention metrics: N-day Retention



During the COVID-19 pandemic, we learned that the content consumption model has transformed from being stationary to dynamic. The user is now more alert and necessitates a consistent and continuous feed of information across geographies.

We understood this gap and fulfilled the demand with the help of MoEngage by segmenting the users and serving real-time notification of Live News, Cricket, Shows, and E-Sports, which supported us in growing our Click-through and Conversion Rates.

Sunil Rath

Content Marketing Manager

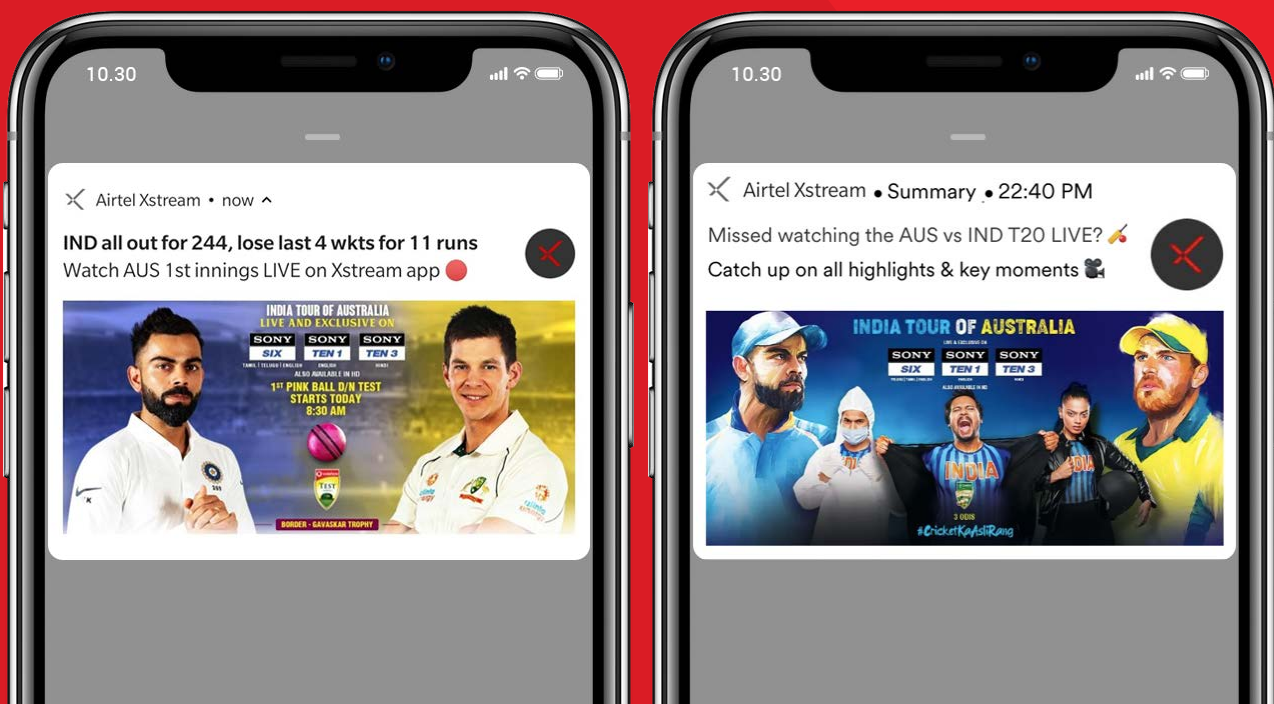


How the Growth and Content teams increased content consumption on Airtel Xstream's mobile platforms

The most significant focus area of the Growth and Content teams is to increase content consumption. 'Streamtime' and 'Streamtime-per-subscriber' are the two primary metrics used to measure the performance of User Engagement campaigns.

MoEngage's proprietary offering, Express Campaigns, enabled the teams to directly improve these metrics by sending real-time communication during major live events, notably the India-Australia cricket series in December 2020 - January 2021.

Here are a few examples of Express Campaign Push Notifications sent out by Airtel Xstream during this event:



Click-through rates of Push Notifications reached as high as **1.4%**, and conversion rates reached as high as **46.3%** in MoEngage Express campaigns.

Push Amplification+, MoEngage's unique Push Notification delivery technology, ensured that the team could reach out to the maximum number of users interested in this live event.

The team observed delivery rates as high as **90.6%** using Push Amplification+, **3.36X** higher than standard delivery rates. Additionally, Express campaigns successfully delivered over **40 million Push Notifications** in a window of **2 minutes**.

The Growth and Content teams at Airtel Xstream also used MoEngage's in-app interstitials, MoEngage Nativ, to inform logged in users of the India-Australia cricket series. This communication channel allowed the teams to redirect their users to this ongoing live event successfully.

Here are a few examples of in-app messages put up by Airtel Xstream on their mobile platforms:



Click-through rates of in-app interstitials reached as high as **19.9%**, and conversion rates reached as high as **85.6%** in MoEngage Nativ campaigns.



Our audience loves live events, and they are responsible for a major chunk of our total Steamtime.

To engage our users during major live events like the India-Australia cricket series, we relied heavily on MoEngage's capability to send Push Notifications in real-time and used in-app messages to increase content consumption.

Sahil Bhojwani

Growth Marketing Manager



How the Growth and Content teams improved n-day retention on Airtel Xstream's mobile platforms

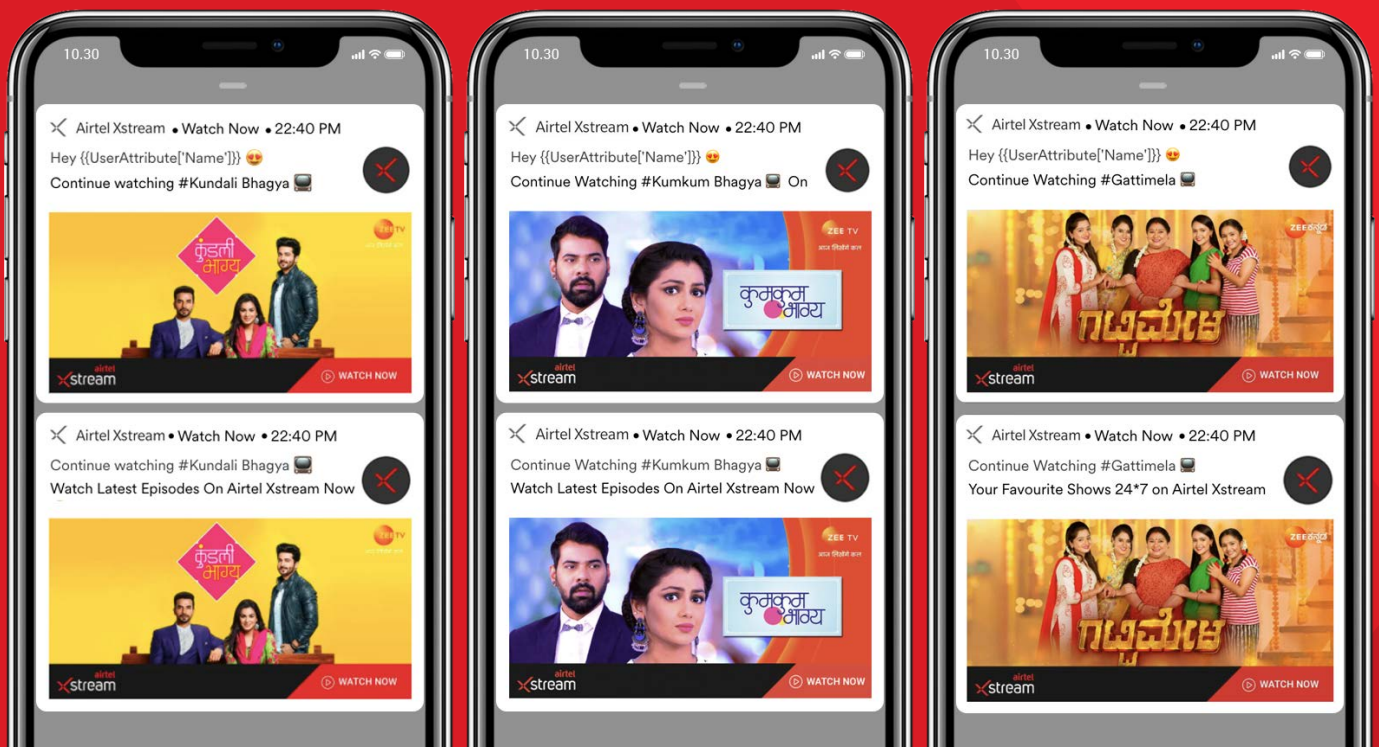
As with all major video streaming platforms, the other key focus area for Growth and Content teams at Airtel Xstream is User Retention. The teams measure this by tracking the number of users who have opened the Xstream mobile app and consumed video content at least once within a period of time (usually 30 days).

MoEngage's RFM modeling allowed the teams to analyze and segment users based on their recency and frequency of app usage. This eliminated guesswork from the process enabling teams to run data-backed campaigns and win back inactive users.

The Growth and Content teams at Airtel Xstream also leveraged Personalization to entice their users to open the mobile app and consume video content:

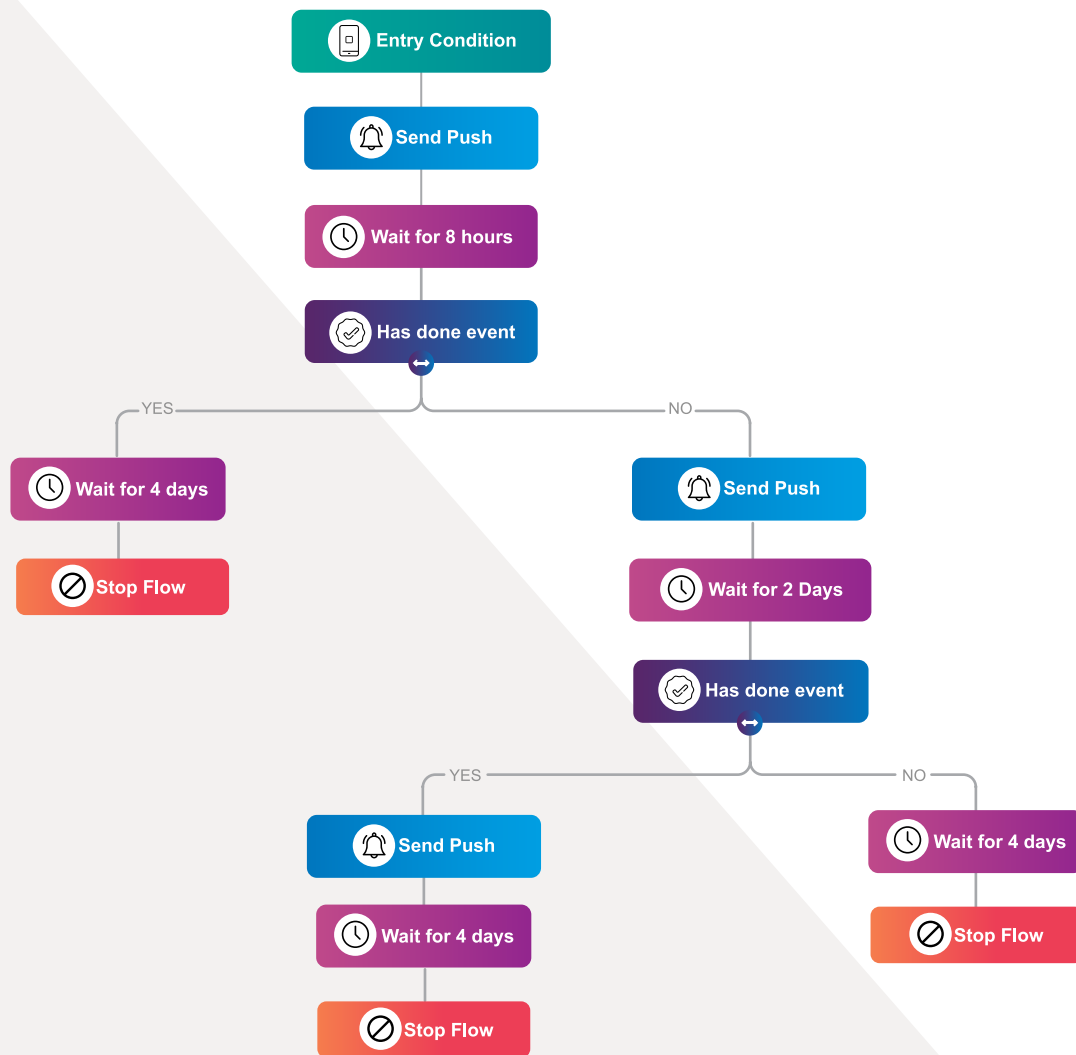
- ★ The first level of personalization was based on the user's geographic location. This enabled the teams to showcase content in vernacular languages based on their users' preferences.
- ★ The next level of personalization was achieved by adding the user's name on the Push Notifications.

Here are a few examples of personalized Push Notifications sent by Airtel Xstream's team to their users:



Click-through rates of Push Notifications reached as high as **1.7%**, and conversion rates reached as high as **64.2%** in win-back campaigns.

The teams at Airtel Xstream also used MoEngage Flows to orchestrate user journeys to win back users that closed the mobile app without consuming video content. The Flow below has a conversion rate of **55.9%**.

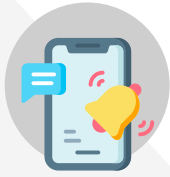


Here are a few Push Notifications sent to users who are a part of this Flow campaign:



Click-through rates of Push Notifications reached as high as **1.2%**, and conversion rates reached as high as **57.9%** in Flow campaigns.

MoEngage features used by Airtel Xstream to achieve their North Star Growth metrics



Push Notification suite

[Learn more](#)



MoEngage Native (in-app interstitials)

[Learn more](#)



RFM model

[Learn more](#)



MoEngage Flows

[Learn more](#)



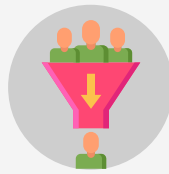
Push Amplification+ to increase Push Notification delivery rates

[Learn more](#)



Analytics to gather user insights

[Learn more](#)



Funnels to predict user drop-offs

[Learn more](#)

MoEngage has made a significant impact on our North Star Growth metrics.

During the India-Australia cricket series, our streaming statistics were at an all-time high, and we witnessed a retention rate of **61.4%** on our mobile platforms.

I would definitely recommend MoEngage to Mobile Marketers and Growth teams at Media & Entertainment mobile brands.

Sahil Bhojwani

Growth Marketing Manager



About moengage

MoEngage is an intelligent 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 Sharechat, Roposo, Gaana, Ola, OYO, and Bigbasket, use MoEngage to engage their customers efficiently.

MoEngage was named a Leader under Mobile Marketing Platforms in Gartner's Magic Quadrant 2020 and a Strong Performer in The Forrester Wave Mobile Engagement Automation 2020 reports.



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✉ hello@moengage.com

🌐 www.moengage.com

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