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How MoEngage's WhatsApp Integration Helped Airtel Xstream Increase Conversion by 30%

Today 10.30 AM

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Congratulations on your 699 recharge. Your recharge gives you access to OTT content from 1 of the Xstream Channels. Download Airtel Xstream App today & watch now!
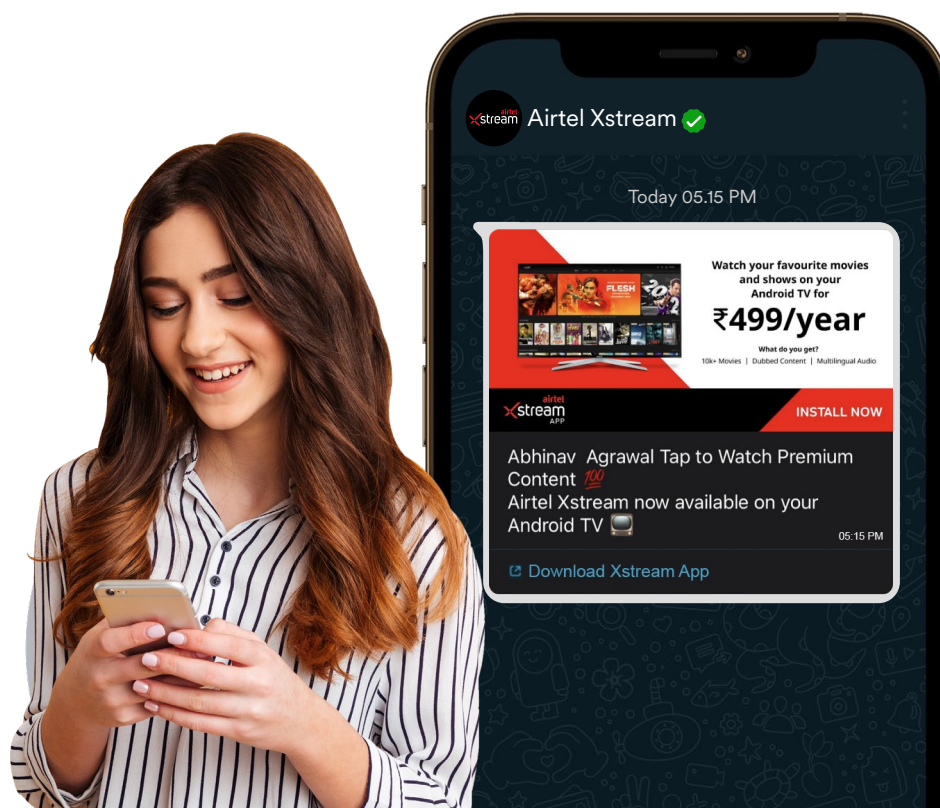
Airtel Xstream ✓

About Airtel Xstream

Xstream, Airtel's video streaming platform, was started to revolutionize the way consumers experience entertainment and reshape the mobile entertainment streaming landscape by pushing the boundaries of technology for the greatest cause there is – Entertainment. **Over 100 million consumers currently access 16 OTTs, 130+ Live TV Channels, 10000+ Movies, 100+ TV Shows, Originals, and much more on the Airtel Xstream app, Smart TV, and DTH.**

To learn more, visit www.airtelxstream.in

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The Opportunity

The Growth team at Airtel Xstream wanted to increase its reach so that more and more customers realized the plethora of content available. In their efforts to do so, the team used WhatsApp to inform their customers about Airtel Xstream and how they can watch their favorite movies and TV shows all in one place.

Xstream Airtel Xstream ✅

Today 05.15 PM

Watch your favourite movies and shows on your Android TV for
₹499/year
What do you get?
10k+ Movies | Dubbed Content | Multilingual Audio

Xstream APP
INSTALL NOW

Abhinav Agrawal Tap to Watch Premium Content 💯
Airtel Xstream now available on your Android TV 📺
05:15 PM

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> "
>
> Thanks to this MoEngage integration, we increased our app installation by 20%. This helped us enhance our reach to our mobile-savvy audience to ensure they were not missing out on a world-class content delivery platform for the entire family.
>
> **Airtel Xstream**
> Official Spokesperson

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Why WhatsApp Became the Preferred Channel for Engagement?

WhatsApp has over 2 billion global users, and India has the largest number of WhatsApp users. Although it is the third most downloaded app, it has a much higher DAU than both Facebook and YouTube. This makes WhatsApp not only the most preferred channel for customer engagement but also the most logical choice considering Indians spend long durations of their screen time on the app.

WhatsApp Usage in India

480
million users

21 hours
spent on an average per month

50%
approx users between 18-25 years

WhatsApp also makes engagement easier since it is a two-way channel. If customers want more clarification, the communication becomes interactive instead of a one-way messaging platform.

This is why the teams at Airtel Xstream, who strive for constant innovation, realized the potential of WhatsApp to increase its reach.
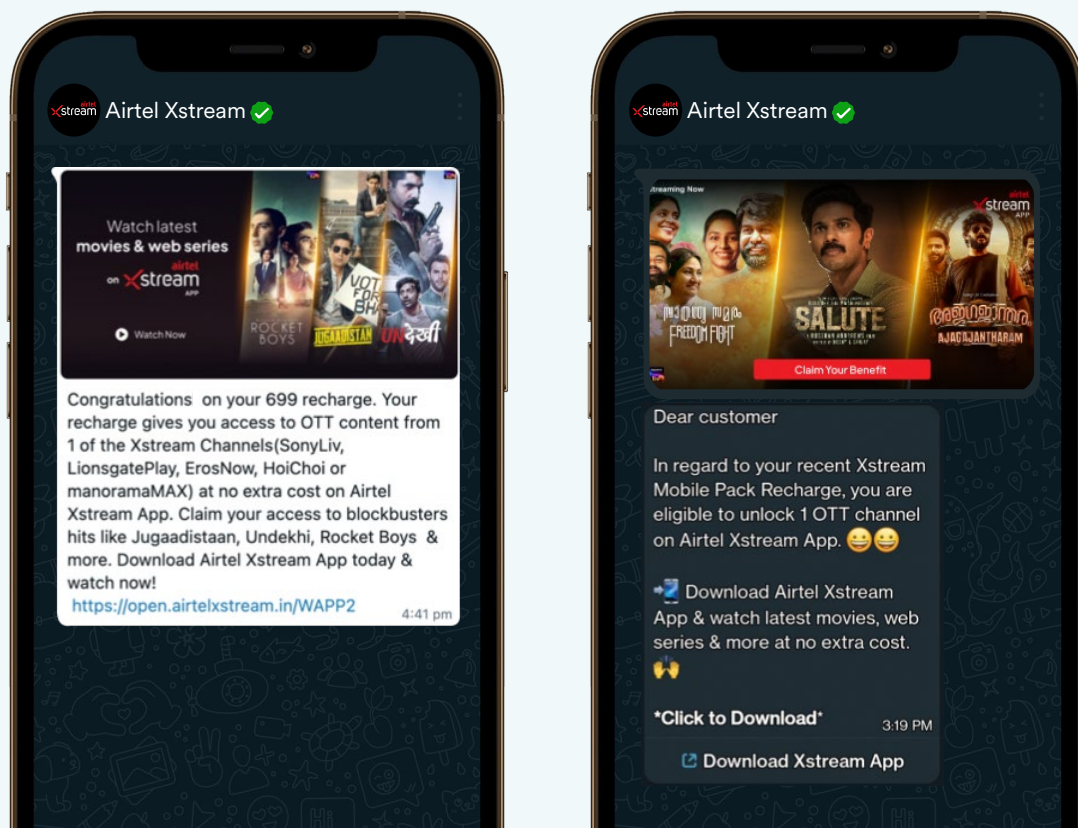
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How Did the Growth Team at Airtel Xstream Drive Platform Adoption?

The Airtel Xstream Growth team realized they needed an immersive engagement strategy to ensure customers actually experienced what Airtel Xstream offered.

In search of a solution that provided enough content knowledge about the Xstream platform, an enriching engagement, and a direct CTA that landed customers on their platform, WhatsApp qualified as the perfect channel.

To create a robust and secure WhatsApp communication channel, Airtel Xstream integrated with MoEngage, WhatsApp, and Airtel IQ to send timely updates to customers. This helped Airtel Xstream drive customers to their platform with amazing conversion rates!

With every recharge an Airtel customer did, they received a WhatsApp message that informed them about the Airtel Xstream opportunity they could potentially enjoy. This strategy helped the Growth team reach out to a larger set of customers while ensuring an enriched brand experience. This experience, in turn, helped increase downloads for the Xstream app, which also helped drive content consumption on Airtel Xstream.

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How Did This Help Airtel Xstream Improve Customer Engagement?

One of the most important fruition of the WhatsApp-driven adoption strategy was how it helped the team at Xstream understand customer behavior on the Xstream app. This was in addition to customer insights like geolocation, which helped better the personalization of content.

Leveraging the insights gathered through MoEngage, Airtel was able to send personalized recommendations and easily communicate with customers in near-real-time about vernacular content through WhatsApp. Since customers look for enriching content consumption, behavioral trends help curate content recommendations based on current and past behavior.

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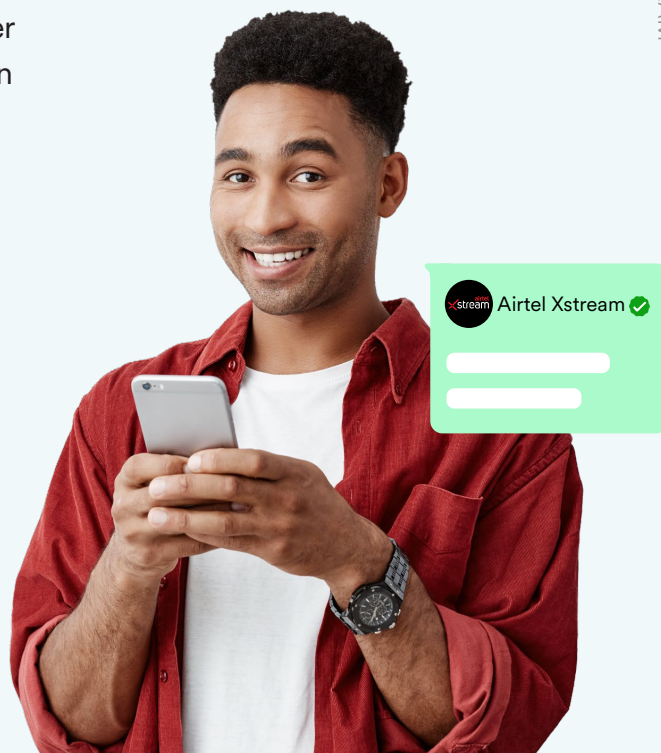
Airtel Xstream is making great efforts to ensure that the content on the platform caters to every individual, across any demography or geography.

The engagement strategy helped us reach a wider audience through WhatsApp who were looking for better content but were not sure where to start. Our personalized recommendations drove in awareness which is important for customers.

Airtel Xstream
Official Spokesperson

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Impact of Using WhatsApp As a Channel for Airtel Xstream

Delivery rate above **90%**

Conversion rate of **29.67%**

Up to **40x*** Increase in engagement compared with push

Up to **4x*** Increase in engagement compared with in-app

*Indicative figures only

MoEngage Products Used by Airtel Xstream

WhatsApp | Segmentation | Push Notification | Personalization

About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, 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 ten 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 named in the 2022 Gartner® Magic Quadrant™ for Multichannel Marketing Hubs and a Strong Performer in The Forrester Wave™ 2021 reports.

Get a demo of MoEngage today!

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