Classic Rummy succeeds to entertain: Boosts player retention by 24%

Engaging players and inspiring them to return to a gaming app can be tricky! India's leading online rummy gaming portal, Classic Rummy, realizes that. That's why the brand adopts a customer-centric approach to player engagement through personalized alerts, exclusive access to tourneys, and more. And it's working! With close to **1 million registered players**, Classic Rummy is India's favorite online rummy website.
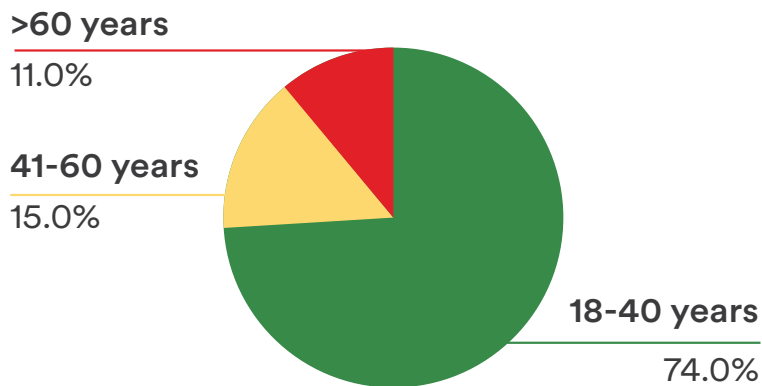
Classic Rummy strives to create a safe, regulated, and responsible online experience for rummy enthusiasts in India. The brand saw the opportunity to deepen bonds, win player trust, and retain players on their platform. They realized the need for a player-centric engagement strategy built on a deep understanding of the players, their mood, preferences, and behavior within the gaming platform.
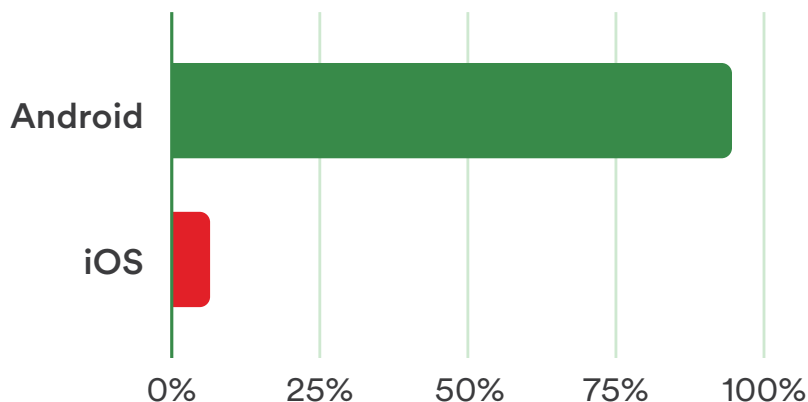
The first step to real engagement begins with the player

Classic Rummy has a customer base from Tier 1 and 2 cities across India. Here's some information about Classic Rummy's customers:

Customer-split based on the age group

>60 years
11.0%

41-60 years
15.0%

18-40 years
74.0%

Mobile OS split

Android

iOS

0%   25%   50%   75%   100%

Evening hours
Peak traffic hours that contribute to 50% of daily revenue

95:5
The ratio of male and female players on the platform

Millions of players and billions of preferences - catering to each in real-time can be a mammoth task without the right strategy and robust technology.

One CRM team that does it all

Classic Rummy's CRM team is at the cusp of the brand and the players. This team walks the tightrope between driving revenue for the company while making sure they delight players.

Classic Rummy's CRM team single-handedly looks after:

♠ Onboarding new customers and driving registrations

♠ Building customer journeys that generate conversions

♠ Engaging and retaining players and improving gameplay

♠ Enabling the product team with insights to improve the player experience within the product

Beginning with the insights

The CRM team identified their new player onboarding flow as a critical area for improvement. They started analyzing new player data to gather key indicators into the player's mood and interests.

Typical player onboarding journey mapped by the CRM team:

App Install → Registration Completed → First-time Deposit → Game played → Withdrawal Completed
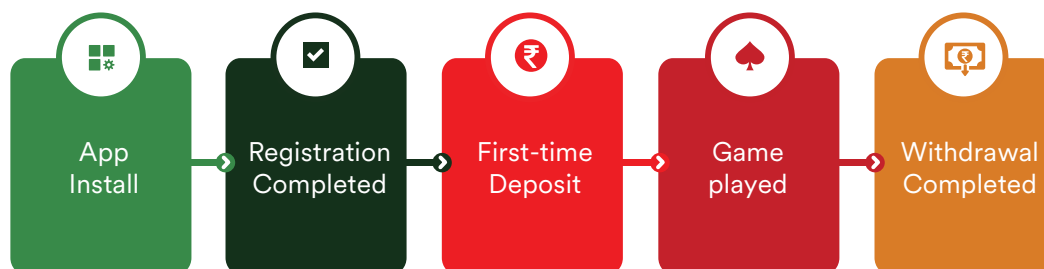
From 'App Installs' until 'Withdrawal Completed,' the team analyzed critical insights for individual players. The CRM team realized that as the number of deposits and games played increased, players derived greater value from the gaming app.

> **Players who completed second-time deposits were 3X more likely to continue playing on their mobile app.**

> " In the past, the team used multiple point solutions to achieve these goals. Much of our time was spent executing campaigns and then manually consolidating the results from multiple tools for any optimization. It was a never-ending cycle, and we realized this wasn't the most efficient way to engage players. We also realized that while we were focusing on business goals, we didn't have the tools or the time to think about our customers. "

Harivanam
Sr. Team Lead, CRM
Classic Rummy
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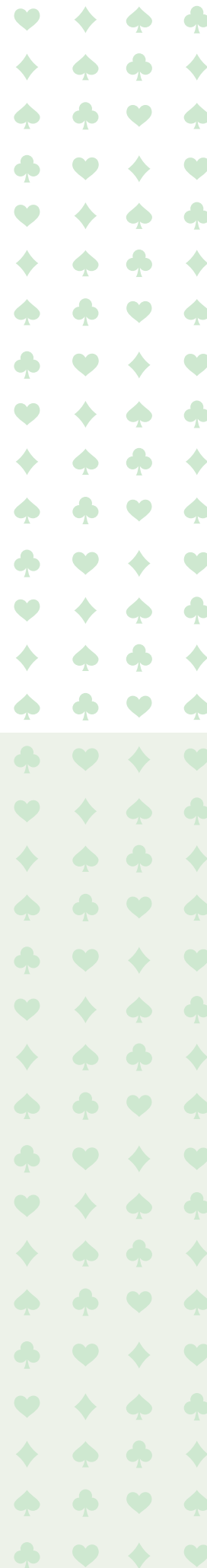
An insights-led strategy to achieve player-centric engagement

A data-backed approach was identified as the potential opportunity to drive engagement. The CRM team realized the need for a comprehensive insights-led strategy and a robust tool to execute on that vision.

The strategy

To kick things off, the CRM team decided to begin with player insights as shown below:

♠ Analyze player behavior to understand the mood and preferences of each player

♠ Leverage these insights to customize the communication and experience for the players

♠ Optimize future engagement based on players' responses and engagement

The need for a full-stack engagement platform

The team realized the need for a platform that goes beyond the typical norms of a CRM and helps Classic Rummy shift from a campaign-centric model towards a behavior-centric strategy. This also meant that the engagement platform came with in-built capabilities to analyze data and act upon those in real-time. Above all, the team needed to migrate from a multi-tool tech stack that relied on human intervention towards an integrated solution that could automate some of the manual tasks.

Playing for retention

MoEngage helped Classic Rummy gather critical player insights such as:

Player activity within the gaming app

Most responsive time of day to send messages and notifications

Preferred channel of communication

Actions performed within the gaming app after receiving communication

The time taken to make the first deposit and the drop-off points

Player actions preceding uninstalls

The long-term impact of player engagement on the business metrics

> We knew we needed to improve the player's onboarding experience. However, we couldn't do that without a deeper understanding of the players. MoEngage helped us derive critical insights into player preferences, the roadblocks, and their journey using our app.
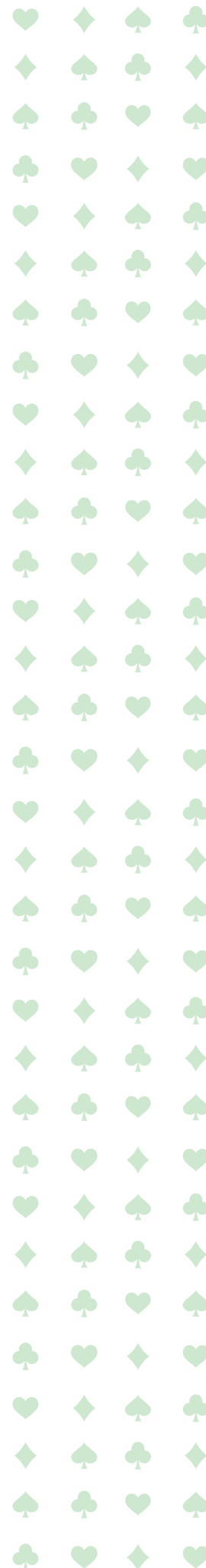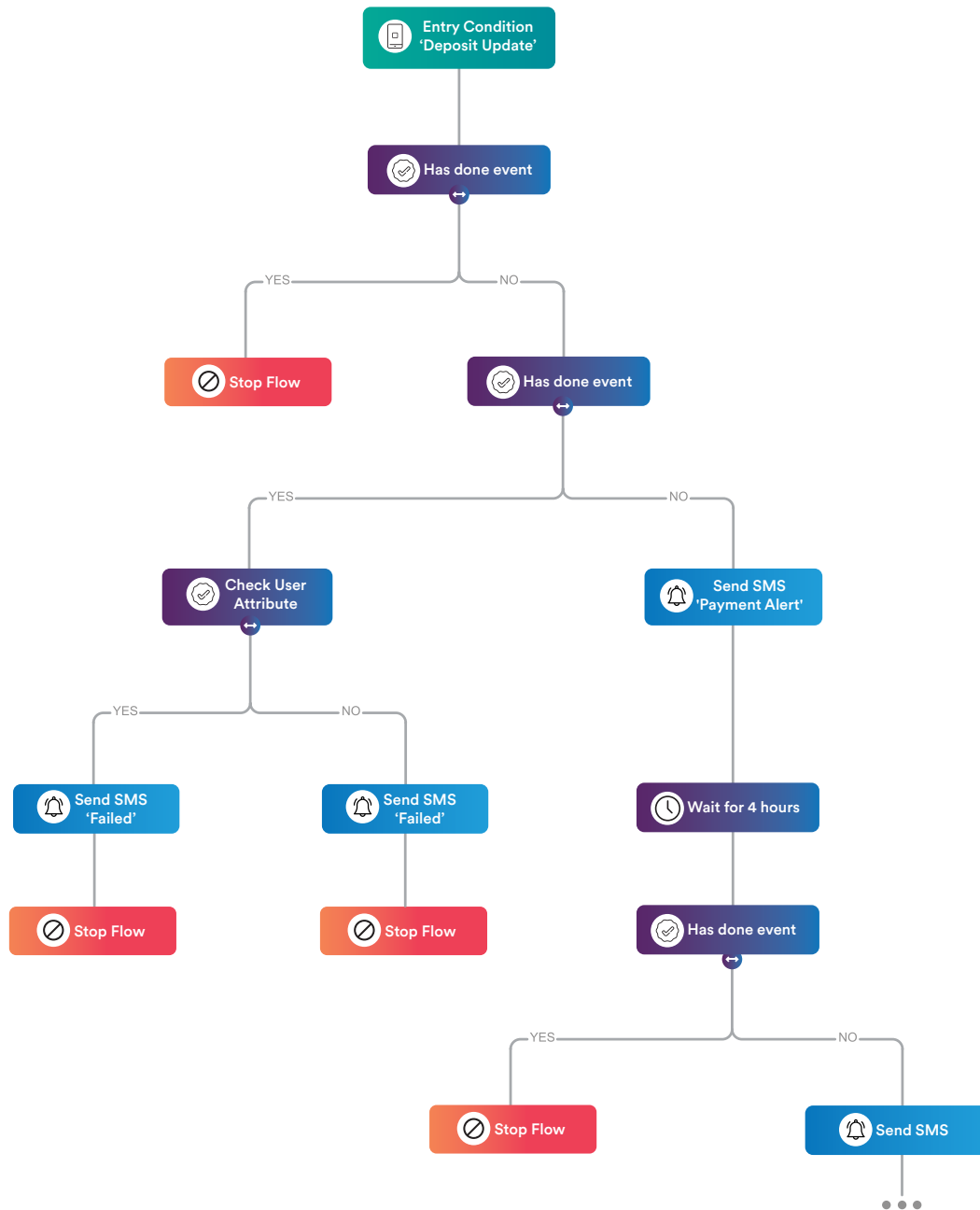
Kishore
Marketing Manager
Classic Rummy
♥♥♥♥♥

Armed with player insights, the CRM team got down to mapping out player journeys that nudged them to come back for a second deposit and continue playing on their mobile app.

The team started with in-depth path analysis to understand player motivations and find ways to delight them. Some strategies implemented by the team:

♠ Incentives and offers to complete deposits within 24 hours

♠ Identify players who might go dormant and nudge them back to play

♠ Unique coupon codes and cashback incentives to win back churned customers

Repeat Depositor

Entry Condition 'Deposit Update'

Has done event

YES → Stop Flow
NO → Has done event

YES → Check User Attribute
NO → Send SMS 'Payment Alert'

Check User Attribute:
YES → Send SMS 'Failed' → Stop Flow
NO → Send SMS 'Failed' → Stop Flow

Send SMS 'Payment Alert' → Wait for 4 hours → Has done event

YES → Stop Flow
NO → Send SMS
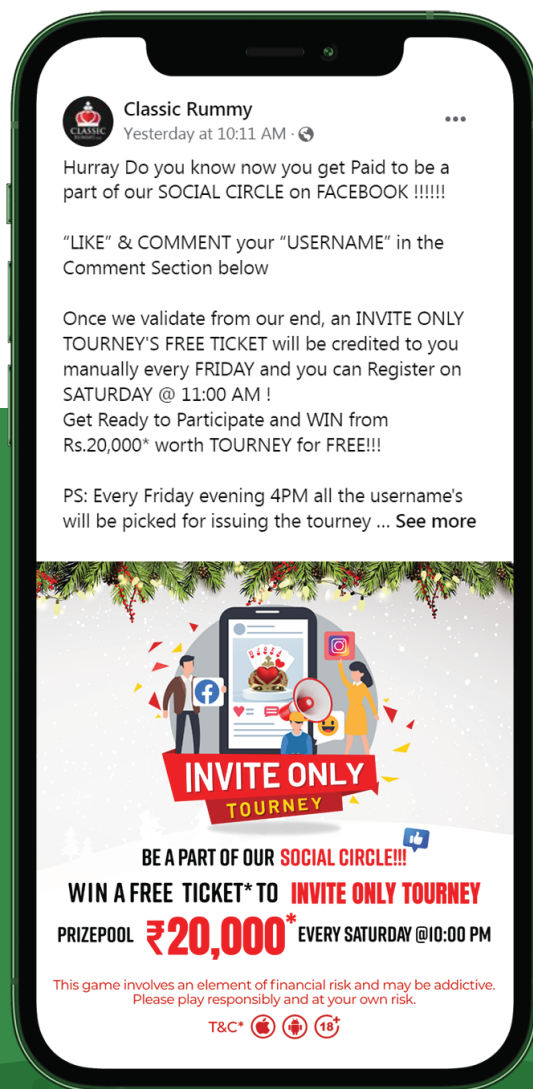
Invite-only tournaments

One of the most successful initiatives by Classic Rummy is the invite-only tournaments. These are 20-minute games aimed to encourage first-time or second-time depositors to return to the app for a game of rummy. The brand also offered incentives such as guaranteed withdrawals to nudge more players to join in.

Invite-only tournaments worked so well for the brand that players not included in the tournaments started reaching out for an invite.

Significant uplift in player engagement

3X

Increase in payments within 6 months

2X

Growth in payments from new users

24%

MoM user retention (industry average is 10-12%)

3X

Increase in the total value of the payments in 6 months

"

We have seen a significant uplift in our engagement and monetization metrics with MoEngage when compared to our previous solution. Moreover, the customer success team at MoEngage is very proactive. They arm my team with valuable strategic insights and constant support to ensure we are achieving our monetization and retention goals.

Srinivas
Operations Manager
Classic Rummy
♥♥♥♥♥

Getting it done using MoEngage

Brands can achieve a superior engagement strategy with the right platform. MoEngage helps Classic Rummy consolidate player behavior and engagement data in a single place. The platform also provides predictive insights into each player's mood and preferences, enabling the CRM team to make swift data-backed decisions and then execute them in real-time.
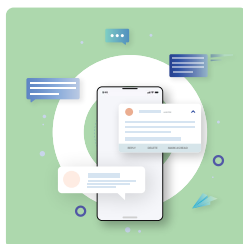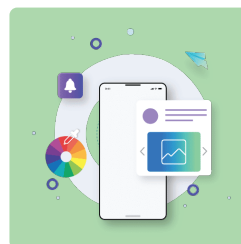
MoEngage products used
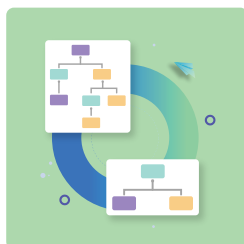
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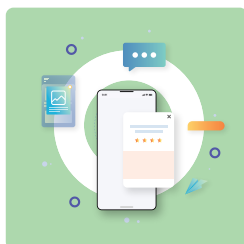
In-app interstitials

SMS Campaign

Push Notifications

"

After we switched to the insights-led strategy, players enjoyed engaging with our platform even more. Every message or notification that a player receives from our platform adds value, so they know we get them and trust the app even more. And the best part, using MoEngage, we can automate most of the manual tasks. Our CRM team now has time to gain deeper player insights and build innovative strategies for engaging them.

Harivanam
Sr. Team Lead, CRM
Classic Rummy

Insights-led engagement: Need of the hour for consumer brands like Classic Rummy

Over the years, digital-first brands such as Classic Rummy have realized the need for deeper insights to move towards a proactive customer engagement strategy. MoEngage enables an insights-led engagement approach that makes customer engagement, and retention simple for consumer brands, allowing them to innovate faster.

AI

Insights-Led Engagement

Analyze & Segment

Observe Customer Behavior to identify the right cohort to engage, the type of campaigns to send, and improve product experience

Engage

Create personalized cross-channel Customer Experiences with intuitive orchestration tools spanning across 10+ communication channels

Optimize

Get higher conversions by leveraging AI-driven content, channel deliverability, time to send, and customer journey optimizations

With MoEngage, brands such as Classic Rummy, no longer need to rely on multiple tools for their analytics and engagement capabilities. MoEngage brings native and ingested data into the platform to create a unified customer profile. The AI engine Sherpa analyzes real-time data, surface insights, and fuels predictive/custom segmentation to determine who's loyal, leaving, and lost.

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 Tokopedia 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.

Get a demo of MoEngage today!

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