



# Magenta Telekom Observes 1.5x Growth in App Penetration by Focussing on Customer-centricity

## About Magenta Telekom

Magenta Telekom is the second-largest telecommunication brand in Austria, with more than 5 million customers. The brand focusses on providing fixed broadband and mobile services to both B2B and B2C customers. It is also rapidly growing its digital footprint to support its vision of creating Green Magenta.

To learn more, visit [www.magenta.at](http://www.magenta.at).

## About MoEngage

MoEngage empowers brands to understand and engage their customers in a more meaningful way thanks to AI-driven insights. We help marketers and product owners easily create cross-channel, uniquely personalised experiences that consumers love.

## Business Need

Magenta Telekom's team is focussed on creating long-lasting relationships with its customers. Their new strategy focusses on growing digital channels and creating a digital engagement strategy to reduce carbon footprint.

Earlier, the brand relied on a one-dimensional engagement strategy focussing on a single offline channel. The team wanted to digitalise its engagement centered around the app and move to a multichannel digital engagement approach.

## Solution

It was crucial that Magenta's team was reaching out to their customers and engaging them at different stages in the customer journey. This was when the team decided to onboard MoEngage as their customer engagement platform to benefit from its Insights-led approach to engagement.

With MoEngage, the team had the opportunity to understand their customer behaviour and interact with each one on a personal level. The team:

- ✔ created onboarding campaigns to bring customers to the app using channels such as SMS, social media and more.
- ✔ built journey campaigns using Flows to engage and convert customers on the app through Push Notifications; and
- ✔ sent personalised product and content recommendations using DPM.

The brand was able to build hyper-personalised engagement across the app and add relevancy to their customer experience with MoEngage. Its new digitised, customer-centric strategy resulted in a frictionless purchase journey and allowed customers to interact more with the Magenta Team.

## Results

# 140%

rise in conversions for tariff changes offers

# 1.5x

Growth in app penetration.

# 400%

increase in add-on activations on the app



With digitalisation, we were able to explore new avenues and observed that even our customers are excited to be more digital. With MoEngage's insights-led engagement platform, we created a seamless digitised customer engagement where we were engaging our customers using personalised push notifications, and in-app messages.

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