

CHALLENGE

Nostragamus struggled with a low push notification delivery that affected their overall retention strategy.

WHY MOENGAGE

SOLUTION

Using MoEngage's **'Push Amplification +'**, Nostragamus was able to produce timely, relevant messaging in order to engage its users across different levels of the onboarding journey.

"We're extremely dependent on having the ability to re-engage our users with timely, relevant messaging for us to increase the ability of the user to come back to the app, view what's there, play the matches that he wants to play and have some fun while doing all this. Across all the metrics that are extremely important to us we could see incredible amounts of growth on the back of Push Amplification +."

GAURAV KONAR

FOUNDER AND CTO



RESULTS

40%

Uplift In Delivery Rates Across All Devices

50%

Increase in Delivery Rates For Users Active in the Last 30 Days

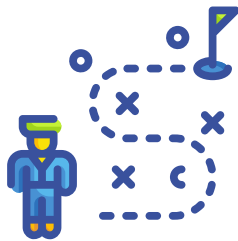
75%

Increase In Delivery Rates For Users on Xiaomi Devices



ABOUT NOSTRAGAMUS

Nostragamus is India's first prediction based, fantasy sports app with over 5 million users. The company came into the market two and a half years ago with an aim to create a fantasy sports app specifically for the Indian audience and so the user was asked to pick from any 15 specific events for a given match (biggest scorer, biggest wicket-taker) rather than choose an 11-member team. This allowed them to expand their app services to games apart from Cricket and Football, like Badminton, Tennis Kabaddi, Hockey and others. Nostragamus is also available in Hindi and is present across Android, IOS, and web.



CHALLENGE

Nostragamus struggled with a low push notification delivery that affected their overall retention strategy. 55% of their users were using Chinese OEMs and 30% of these users were using Xiaomi devices, making it difficult for Nostragamus to re-engage their users with relevant information. OS and Device-level restrictions cut off the device from GMC which is an essential cord for push notifications to reach the customer. This resulted in a big drop in the push notifications and engagement which heavily impacted the business.



GOALS

- **Improve User Retention and Engagement With Timely and Relevant Messaging**
- **Increase Delivery Rates Across All Devices (Especially Target Xiaomi and Other Chinese OEMs)**
- **Increase Delivery Rates of Users Active In the Last 30 Days**
- **Increase Average User Spend Per Month**



SOLUTION

Let's look at how **'Push Amplification +'** Helped Nostragamus:

40%

40% Uplift In Overall Delivery Rates Across All Devices

In a few weeks, Nostragamus saw a broad-based increase in their delivery rates across all devices, and some of these devices accounted for 75% of the user base. A staggering 40% increase in this context was a huge win for Nostragamus.

50%

50% Increase in Delivery Rates For Users Active In The Last 30 Days

User inactivity makes it difficult to reach and re-engage users especially those that use devices with Chinese OEMs. With **Push Amplification +**, Nostragamus was able to increase delivery rates for such users by 50%. Also for users who were active for less than 30 days, there was an increase in delivery rates from 12% to 15%.

75%

75% Special Boost In Delivery Rates For Xiaomi Devices

With **Push Amplification +**, Nostragamus saw a stunning 75% increase in delivery rates on Xiaomi devices. For users active in the last 30 days, Nostragamus saw a 45% increase and for users active for less than 30 days they achieved a staggering 60% increase in delivery; that is 3X of what they achieved on other OEMs.

OTHERS POINTS OF GROWTH WITH PUSH AMPLIFICATION+

25% Increase In 30-Day Retention of Users on Xiaomi Devices
5% Increase in 30 Day Retention of Users on Chinese OEMs

33% Increase In User Sessions Per Month on Xiaomi Devices
16% Increase in User Sessions Per Month on Chinese OEMs

4X Increase in Average User Spend On Xiaomi Devices
2X Increase in Average User Spend On Chinese OEMs





WHAT DO THEY SAY ABOUT **MOENGAGE**?

“ In this time frame, we were building a lot of features in our app which we thought would increase user spend. Those features, when backed by '**Push Amplification +**' technology, allowed us to reach out to users at the right time and thereby allowed us to increase our average spend per user in a month. All of this was an extremely useful exercise for us and we were extremely happy to have partnered with MoEngage. ”

GAURAV KONAR
FOUNDER AND CTO

NOSTRAGAMUS™

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.

Read More About MoEngage's **Push Amplification +** [Here](#)