

NOVA Entertainment Boosts Loyalty with Listeners via an **Insights-led** **Approach to** **Engagement**



About NOVA Entertainment

As Australia's highest-reaching network 'consisting of **8.98 million** live listeners and **1.5 million** on on-demand,' NOVA Entertainment delivers the most accessible and much-loved content for brands and listeners across Australia. Their ambition is to inspire a nation's love of listening spanning every aspect of the audio experience, live and on-demand, supported by NOVA's creativity and expertise in creating meaningful connections between brands who advertise on NOVA and their audiences.

Listeners can tune into NOVA Entertainment's Broadcast and DAB stations across major Australian metropolitan cities like Sydney, Melbourne, Brisbane, Perth, Adelaide, and the Central Coast region from Gosford. NOVA Entertainment's digital content is accessible nationwide through mobile, web, smart speakers, and other connected devices.



17%

increase in general mobile
app activity
(session starts and session ends)

5%


increase in in-app listening
(listener has played a radio event)

Challenges in Activating Audience Data to Build Meaningful Connections


NOVA Entertainment recognised that to expand on their digital product development, audience acquisition & engagement strategy - including listener experience - the business needed to build an ecosystem that would incorporate multiple

digital data points. The ecosystem would be utilised by product, marketing & commercial teams for insights & activation. This understanding would enable NOVA Entertainment to leverage data-driven decision-making.

It was critical for NOVA Entertainment to onboard a customer engagement platform (CEP) to do the following:



Provide the ability to tactically engage with their listeners



Enhance the listener experience - driving content discovery, frequency of listening and more time spent with their brands



Develop measurement and metrics that contribute to core business audience KPI's

NOVA's previous marketing automation platform was limited in audience engagement capabilities and omnichannel communication. Also, the legacy platform required specialist expertise, making it difficult to scale. They needed a more user-friendly tool to handle campaign execution and an operating model to ensure ongoing utilisation that will achieve a positive return on investment.



As a content-led business that had to keep up with the fast-changing preferences and habits of its listeners, a legacy tool that lacked actionable insights would limit NOVA's ability to reach its growing listeners.

Choosing The Right Customer Engagement Platform

NOVA identified a number of critical requirements for selecting the right fit customer engagement platform, such as; flexible data ingestion, advanced audience segmentation, campaign management and engagement, detailed analytics, compliance and privacy governance, and platform reliability.

Their rigorous process around selecting a customer engagement platform was consistent with and influenced by their broader audience data ecosystem vision.

The primary factors that influenced NOVA's decision to choose MoEngage included:

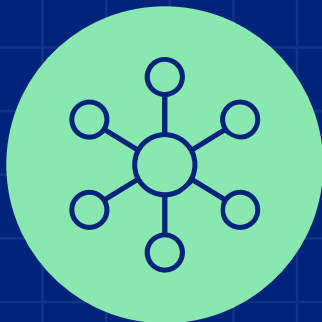
Ease of Use

MoEngage's intuitive UI, fast learning curve, and operational efficiency were crucial considerations given NOVA's operating structure and the specific requirements of an audio first environment..



Multichannel Engagement Capability

MoEngage's ability to effectively engage listeners across various channels significantly influenced their decision making process.



Strategic Roadmap and Investment

A decisive factor for NOVA was MoEngage's promising roadmap and continuous investment in improvements and new capabilities following NOVA's growth trajectory.

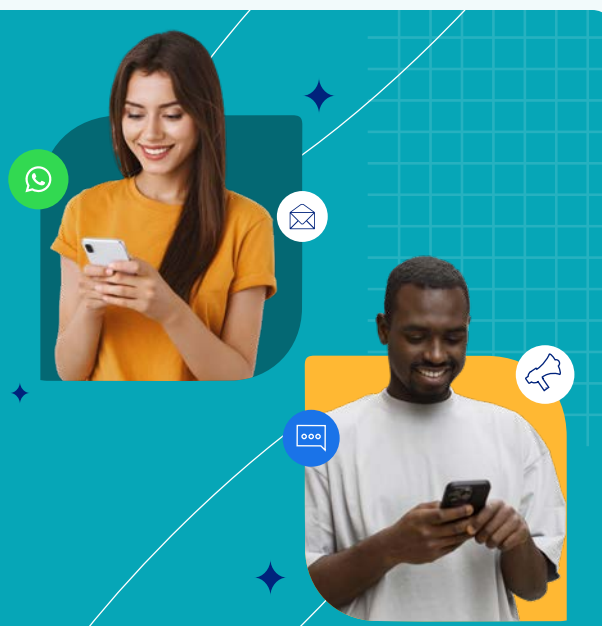


NOVA Entertainment's Agile Tech Stack with MoEngage

Within NOVA Entertainment's tech stack, MoEngage is the central solution for its listener engagement strategy, focusing primarily on both acquisition and retention. NOVA harnesses MoEngage's insights to understand and develop engagement tactics to drive brand engagement and frequency of listening across their platforms.

NOVA leverages listener data directly from their Customer Data Platform mParticle, while MoEngage facilitates real-time personalised engagement with NOVA's audiences. The bi-directional data flow between mParticle and MoEngage helps them measure the impact of their campaigns and ensure new activity from listeners is added to their audience profiles.

NOVA also utilises MoEngage's API to query campaign information and manage data deletion requests.



According to the team at NOVA, MoEngage was more forthcoming than other vendors in working directly with them to ensure success in integrating the platform with their existing technology stack.

NOVA Entertainment's Positive Integration and Activation Experience

MoEngage supported NOVA Entertainment through the steps required to integrate the platform with mParticle. MoEngage's product team supported the integration by proactively addressing questions and potential roadblocks. Within ten weeks, NOVA had

successfully activated MoEngage's email capabilities using data from mParticle. They activated the mobile engagement channels in another four weeks using the MoEngage SDK.

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MoEngage provides a better and more nuanced understanding of our audiences and their preferences than our previous legacy platform. Unlike other platforms, MoEngage is accessible and easy for our team members to use. Also, MoEngage’s roadmap is definitely ahead of the curve and in alignment with the changing technology landscape. This makes it easier for us to focus on audience engagement and improve our retention whilst increasing the time listeners spend with us.



Tim Armstrong

Director - Digital Product, Technology and Data

How MoEngage Supports NOVA Entertainment’s Audience Engagement Strategy

MoEngage supports NOVA’s audience engagement strategy in the following ways:

1

Facilitating Multi-Channel Communication with Listeners

NOVA had previously only executed basic EDM campaigns, via their legacy platform. Using MoEngage, they have successfully scaled their operation by activating targeted strategies on not only email but other channels like push notifications, and SMS etc.

MoEngage’s campaign builder enables NOVA to use specific profile attributes to build targeted and tactical segments for messaging. This unlocks a layer of personalization, allowing communications to be tailored based on listener location, engagement patterns and content preferences.

Result

This approach leverages listener behaviour and profiles based on various interactions, allowing for more targeted and personalised communication strategies.



2

Automating Audience Engagement

Earlier, campaigns were not only managed manually, but they also needed a dedicated resource who could assist with campaign activation. With MoEngage, NOVA can now establish automated campaigns based on triggers and customer journeys, streamlining the process while reducing dependency on manual intervention.

Result

They've been able to drive efficiency in their day-to-day operations required to support acquisition and engagement strategies.



3

Measuring Campaign Performance

Previously NOVA did not have many accessible metrics or insights to appropriately measure campaign performance. With MoEngage, they have more comprehensive insights into campaign performance and changing audience engagement impacts.

Result

A more detailed and nuanced understanding of their audience engagement strategies.



Campaign Performance

Impressions

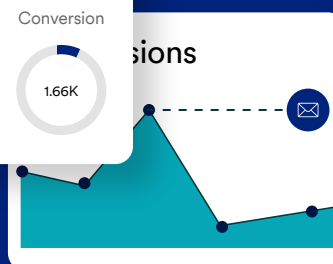
438.36K

Clicks

5.20K

Conversion

1.66K



Results

- ✓ NOVA sends audiences more targeted and personalised communications because of better insights from data regarding listener behaviour, user profiles, etc.

- ✓ NOVA executes campaigns faster and hence drives efficiency in their day-to-day operations

- ✓ NOVA now has access to comprehensive insights regarding campaign performance and audience segmentation

- ✓ NOVA increased general mobile app activity by **17%** (session start and ends combined) and in-app listening by **5%** (listener has played a radio event).

The Road Ahead for NOVA Entertainment

In the past, teams at Nova required platform expertise and specialisation to drive customer engagement. MoEngage's intuitive UI facilitated a smoother onboarding experience for new users in the team and enabled them to kickstart operations instantly, contributing to a high platform utilisation.

Like all MoEngage partnerships, the Customer Success team continually work with NOVA Entertainment to map the brand's KPIs & priorities to relevant MoEngage features that further:

 Personalise and optimise campaigns



Enhance campaign delivery and drive effectiveness

MoEngage Features Used by NOVA Entertainment

[Omnichannel Communication](#)

[Customer Journey Orchestration](#)

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,200+ global consumer brands such as Nestlé, Deutsche Telekom, Unilever, Ally Financial, McAfee, 7-Eleven, XL Axiata, Trust Bank, Citibank, Dominos, Samsung, and more. MoEngage empowers marketers and product owners with insights into customer behaviour 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 craft digital experiences for over 1 billion customers every month. With 13 offices globally, 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 is named one of the most preferred vendors for multichannel marketing as rated by customers, with high recognition across [Gartner](#), [Forrester](#), [IDC](#), and [G2](#) reports.

To learn more, visit www.moengage.com.

Get a demo of MoEngage today!