How POPS Worldwide Increased Product Stickiness By 19% Via Personalized Content Recommendations

pops

EXPERIENCE IT.

pops DRAMA

pops MUSIC))

pops COMIC
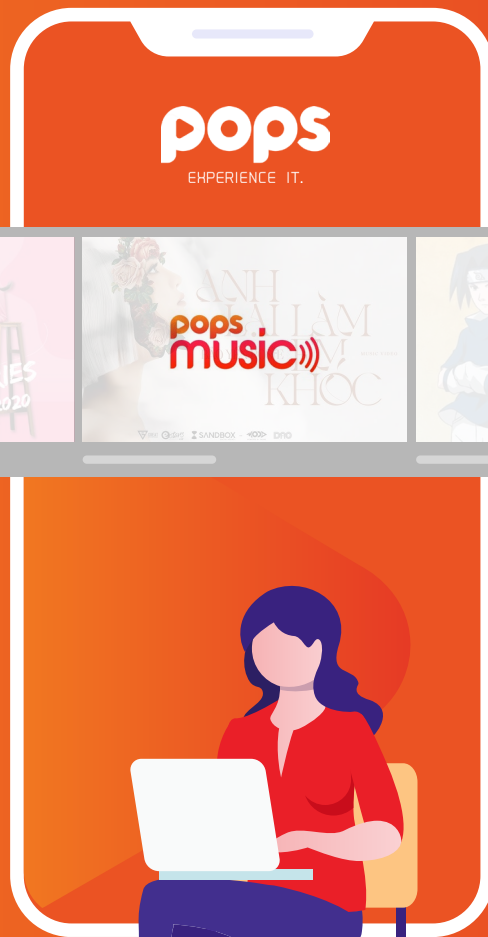
About POPS

POPS Worldwide is Southeast Asia's leading digital entertainment powerhouse. This digital-first, consumer-obsessed, and data-driven enterprise has a track record of over 14 years of innovation, 213 billion lifetime views, and more than 427 million subscribers.

Founded in 2007, POPS works with top brands and creators globally, bringing meaningful digital content to its fans in Southeast Asia, connecting brands and creators with end-users at scale.

POPS curates and offers a diverse library of digital-first content including music, comics, video entertainment, and edutainment for different age groups and demographics, with a primary focus on children, Gen Z, and Millennials across Southeast Asia. POPS also provides a unique entertainment experience to its subscribers through concerts, events, shows, festivals, and more.

427+ million subscribers

3.8 billion views every month

1018 Youtube channels

3100+ partners

2 Youtube Diamond Buttons

98 Youtube Gold Buttons

Why did POPS focus on growing DAU:MAU ratio?

Recreation holds an essential place in improving mental wellness, which is critical to overall physical health. After the COVID-19 pandemic led to zero social interaction, most Gen Z, i.e., elementary, secondary, and high school students, turned to POPS for their entertainment needs.

POPS provides access to a safe, friendly, and heartwarming experience through a diverse content library that ranges from music, anime, comics, kids' edutainment, and more. To keep adding to the value POPS provides to its customers, all teams are constantly working on increasing the stickiness of their product.

> Customer Engagement plays a key role in increasing product stickiness for a digital entertainment brand at the scale of POPS. We measure stickiness by tracking the growth of the DAU:MAU ratio month-on-month and are constantly looking for ways to improve this ratio with every activity we do.

Loc Do Hoang
Senior Marketing Manager - Growth,
POPS Worldwide

Why is a high DAU:MAU ratio important for digital entertainment brands?

The DAU:MAU ratio is a measurement of product stickiness, i.e., how much and how frequently your customers are consuming content on your website or mobile app over time.

A high DAU:MAU ratio is an indicator of healthy customer engagement, which helps build customer retention, leading to increased referrals and revenue for your organization. As your customers consume more content frequently, it shows they are finding your product valuable. A high DAU:MAU ratio also helps to confirm that your product is helping customers meet an important need they have.

How did POPS increase product stickiness?

1 ▶ **Social campaigns to drive content consumption**

The POPS Marketing team created campaigns on social media to encourage binge-watching on the POPS website and mobile app. These campaigns incentivized the customers of POPS to consume specific content on their platform (either listen to a music playlist, watch a movie or TV show, or read a comic issue) by sending them in-app rewards.

The team then categorized customers who completed these challenges into one segment and sent them in-app messages announcing rewards using MoEngage.
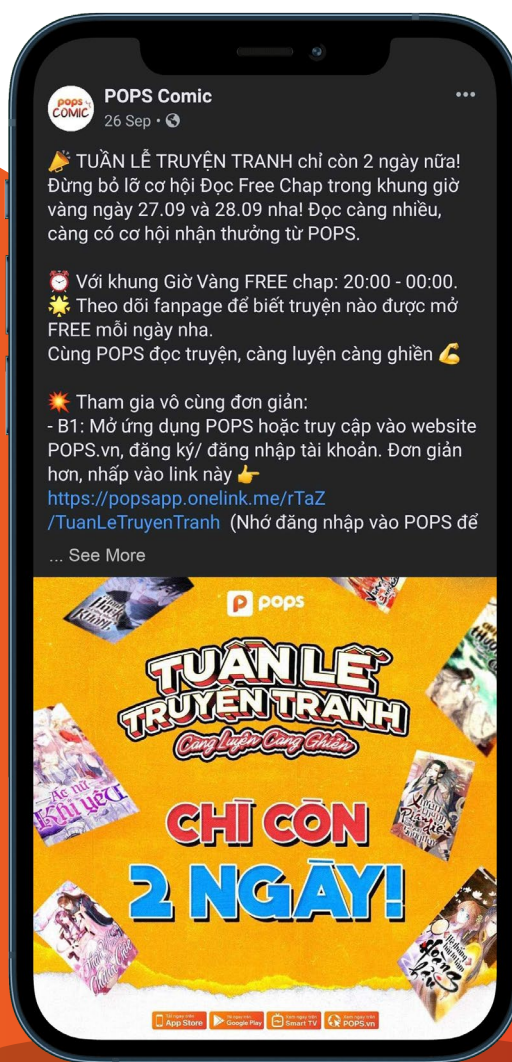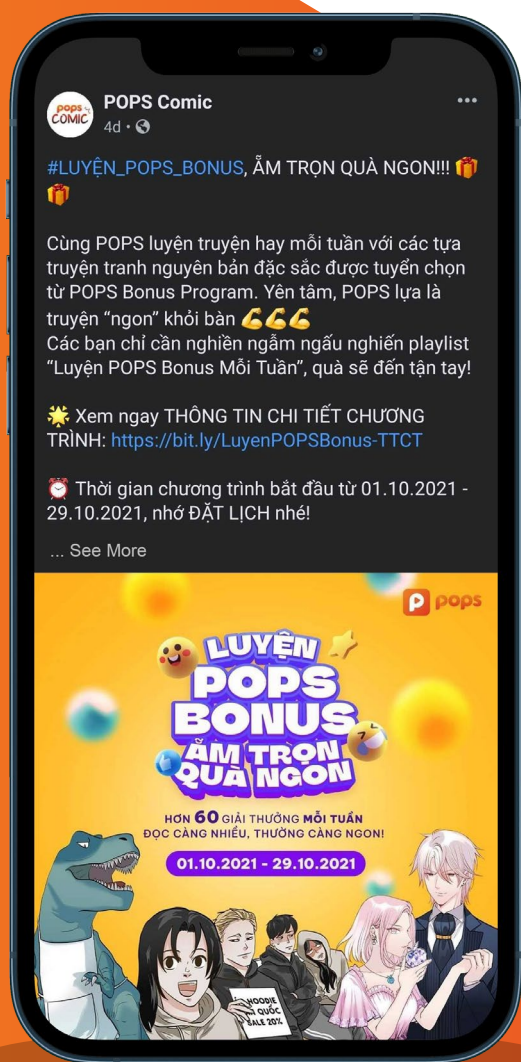
2 Video and comic redesigns for a fresh look

POPS expanded their creative team to get a new look and design for video and comic content on the POPS website and mobile app. The aim was to make the new designs more colorful and attractive.

The Marketing team also increased the frequency of in-app messages and push notifications to drive more consumption of the redesigned video and comic content. These in-app messages and push notifications were delivered using MoEngage's Customer Engagement platform.
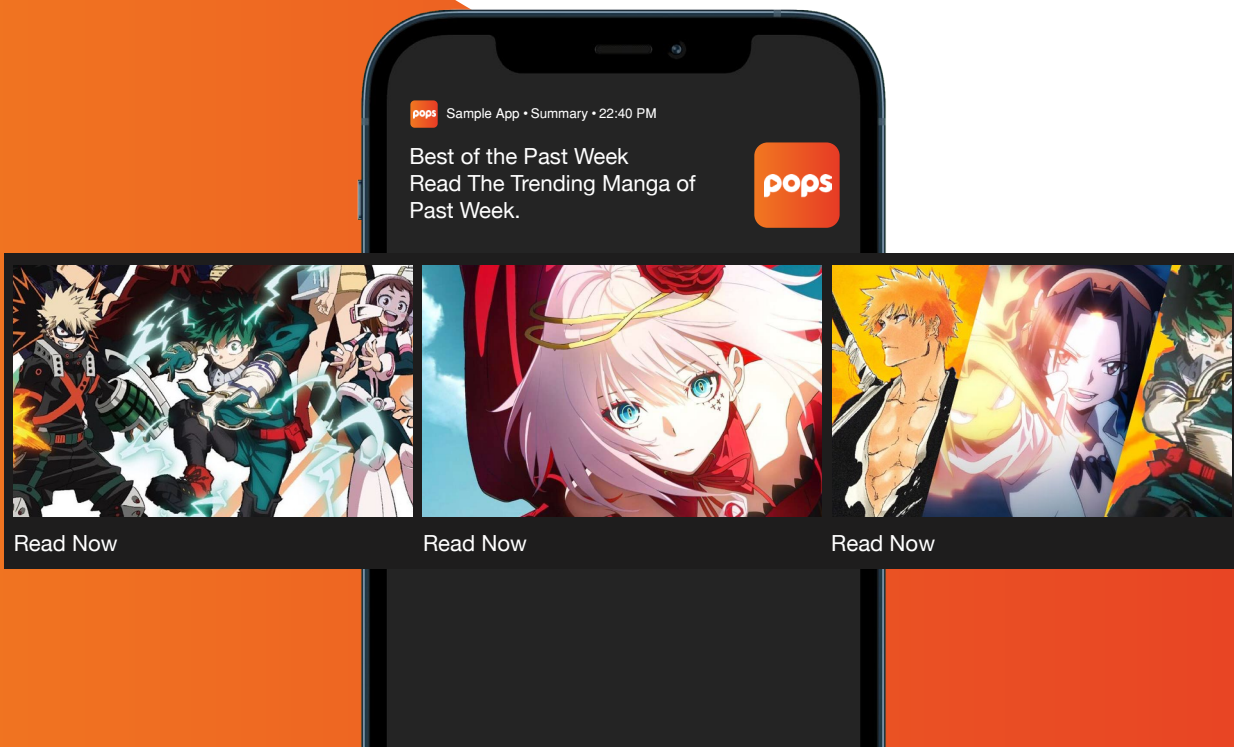
3 Capturing content preferences while onboarding new customers

Creating segments based on content affinity is key to sending personalized content recommendations. POPS decided to ask their new customers what type of content they'd like to consume on the POPS platform during their onboarding, i.e. as soon as they install the mobile app and create an account.

The Marketing team used emails and mobile in-app messages to capture their customers' preferences. All these campaigns are a part of their onboarding journey.
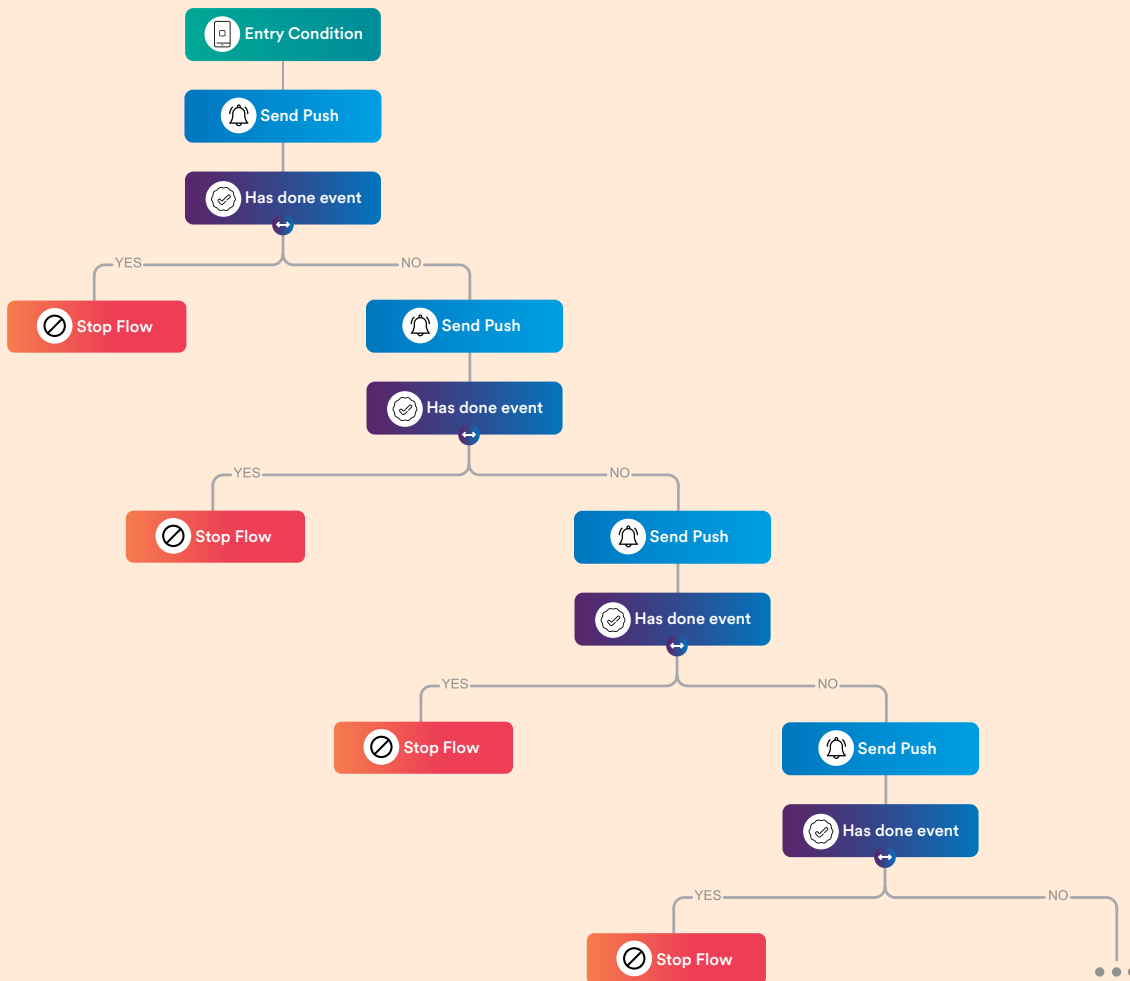
The Marketing team created an onboarding journey to test what content new customers like to consume after they install the POPS mobile app. They first send a welcome message via a push notification as soon as the user signs up and creates an account through the app.


This push notification had a conversion rate of **30.17%**!
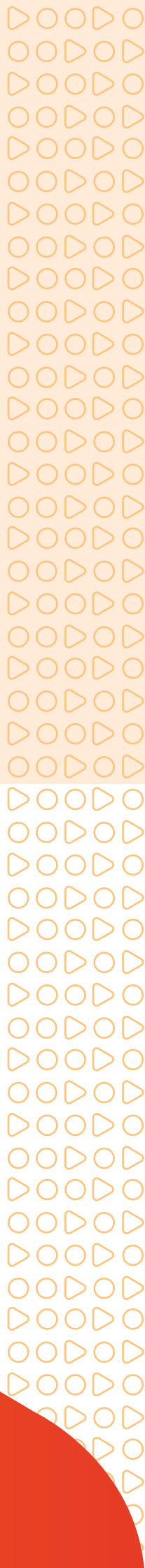
If a customer has received this push notification, but still hasn't opened the mobile app and played a video, they are sent another push notification with a content recommendation for the top trending TV show.

If the customer doesn't click on this push notification as well, they receive a recommendation for a different genre (for example, an option to live stream the latest episode of the One Piece anime as shown in the screenshot, which had a **conversion rate of 34.5%!**).
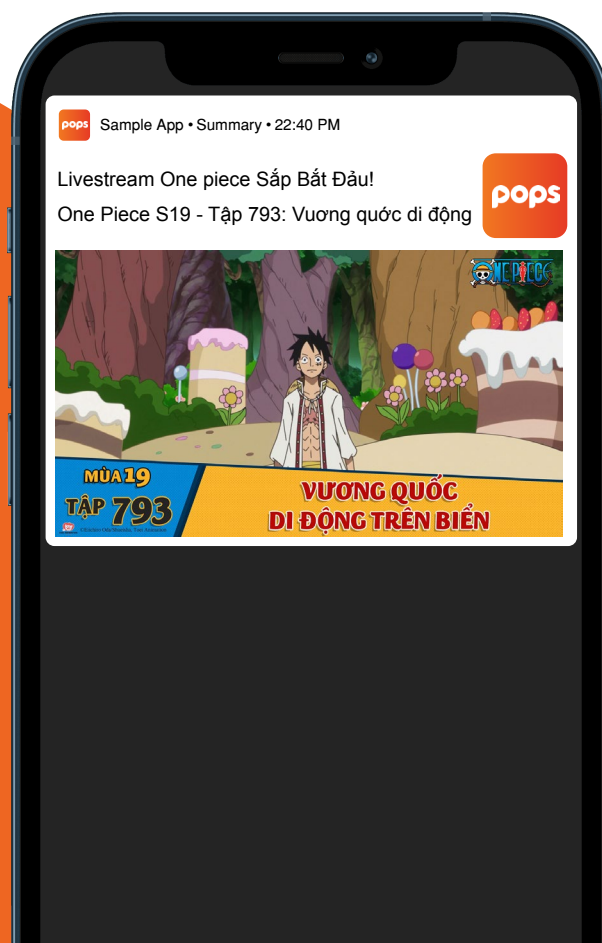

The new customer is shown multiple push notifications, each with a different content genre over a period of days. This gives the POPS Marketing team several avenues to capture the interest of their new customers with different genres of content

4 Personalized content recommendations using in-app messages, push notifications, and emails

The Marketing team at POPS eliminated friction in the content discovery process by delivering personalized content recommendations to their customers.

Understanding their audience better helped POPS send personalized recommendations like what music to listen to, what TV shows or movies to watch, or what comics to read next based on each customers' preferences.
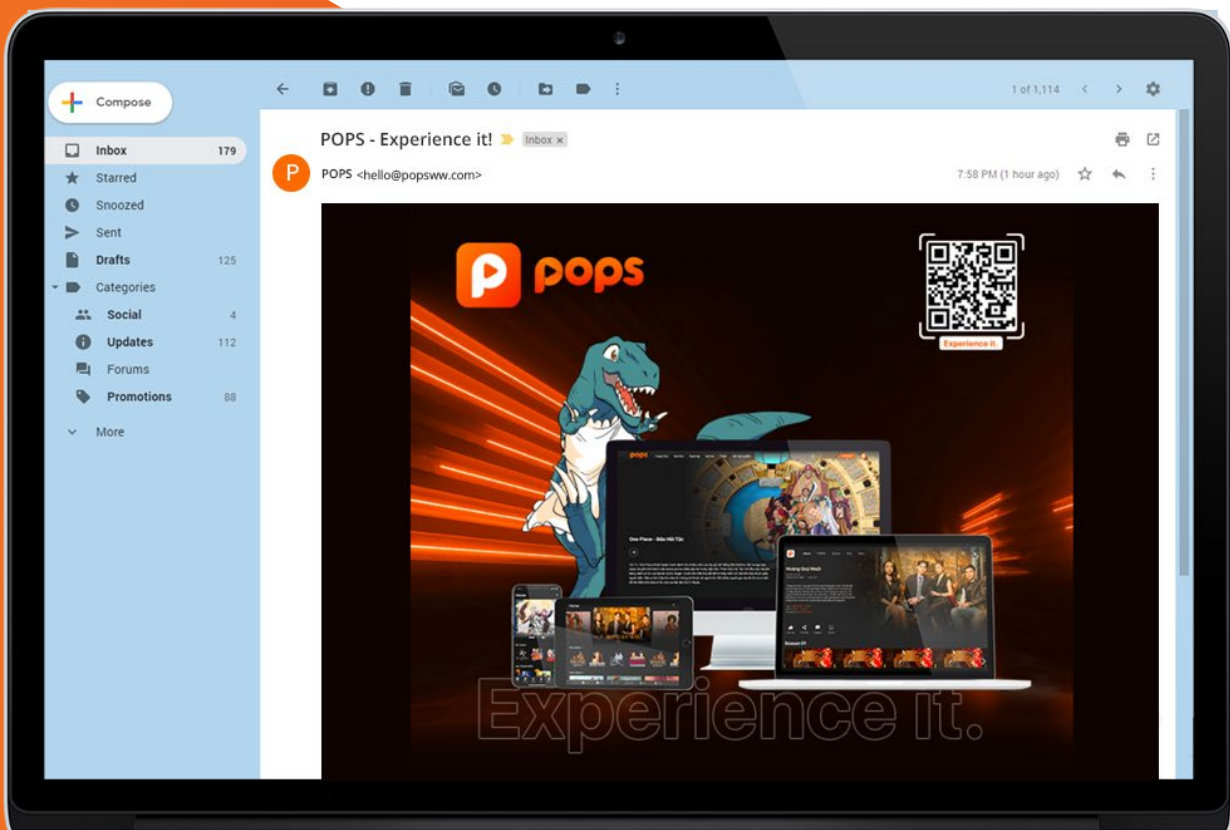

Email Performance

Open rate	3.88%
Click-through rate	3.58%
Conversion rate	14.19%

For example, POPS knows that most of their male audience loves to watch Anime, especially from the action genre like One Piece, Naruto, and Attack on Titan, while their female audience loves to read comics, particularly from the comedy and romance genres. Based on this information, the Marketing team sends action anime recommendations to the male audience and comedy comic recommendations to the female audience.
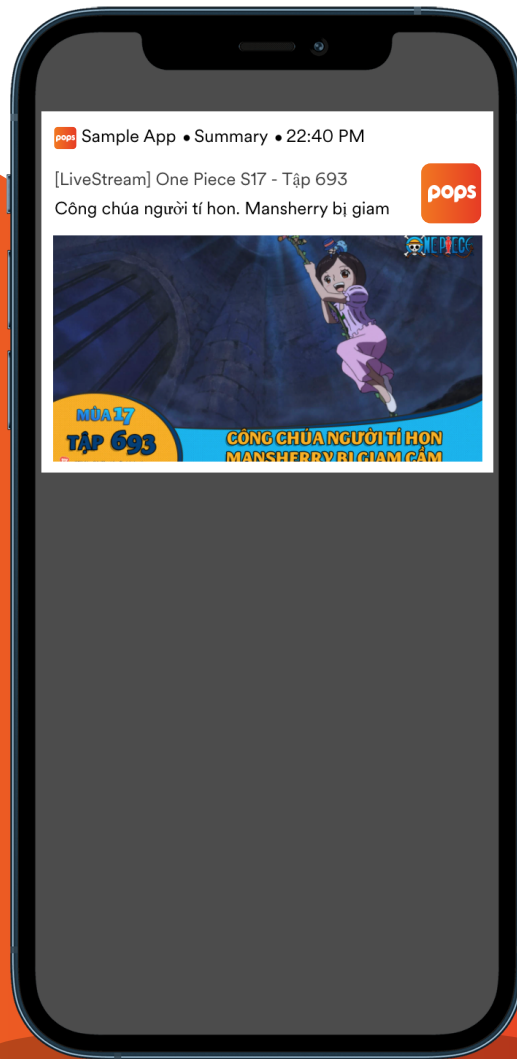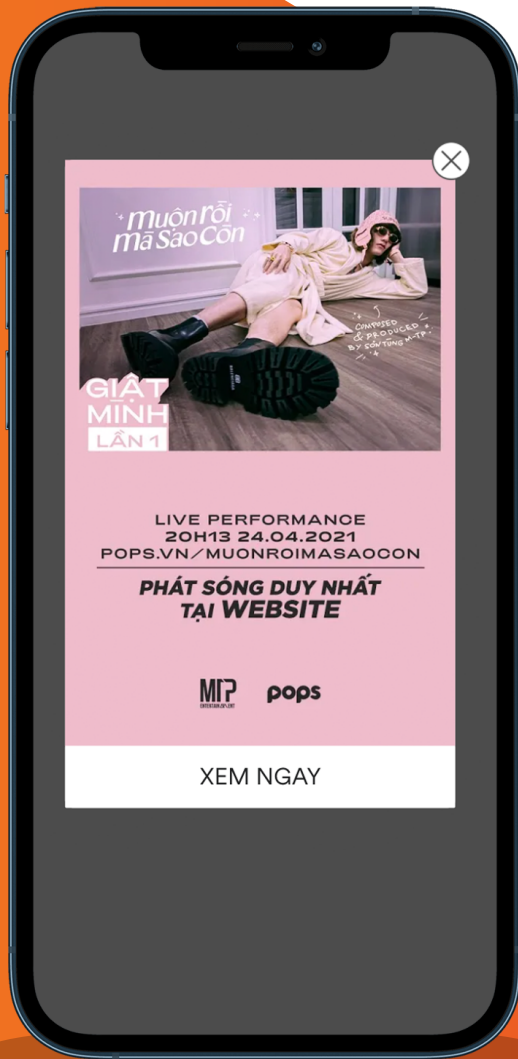
Personalized in-app messages had a click-through rate of over **14.6%** and a conversion rate of more than **59.5%**!

An important aspect of personalized content recommendations is user reachability. The POPS team used Push Amplification Plus, a proprietary technology belonging to MoEngage, to maximize push notification delivery for customers using Android devices. Thanks to Push Amplification Plus, **POPS witnessed push notification delivery rates as high as 80%!**

5 New original content

To increase product stickiness, POPS has also invested in releasing new comic titles at a monthly cadence. These are both original content made by their own artists as well as licensed comic titles via partnerships with other major production houses in Southeast Asia.

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We've taken several steps to ensure we maintain consistent growth in our DAU:MAU ratio, and MoEngage has played an important role in making each step possible. Thanks to their insights-led engagement platform, we are able to ensure our customers discover content they will love on the POPS platform.

Loc Do Hoang
Senior Marketing Manager - Growth,
POPS Worldwide

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Results and success in numbers

Product stickiness and user activity:

▶ **18.92%** increase in DAU:MAU ratio
- Android: **20.21%** increase in DAU:MAU ratio
- iOS: **13.42%** increase in DAU:MAU ratio

▶ **47%** increase in DAU
▶ **64%** increase in MAU

▶ **46%** increase in conversions ("video played")

▶ Upto **80%** push notification delivery

> Customer centricity is at the core of our values at POPS and it is refreshing to see MoEngage share the same values. MoEngage has proven to be a trusted partner in enabling us to provide value to our customers and increase our product stickiness significantly month-on-month.
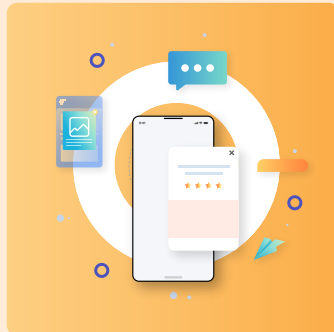
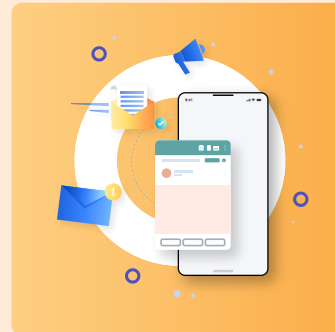**Trang Ly**
Vice President of Marketing,
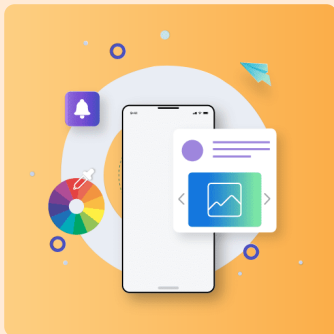POPS Worldwide

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MoEngage products used by POPS
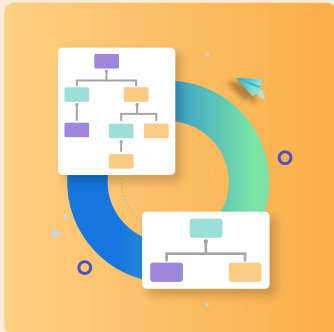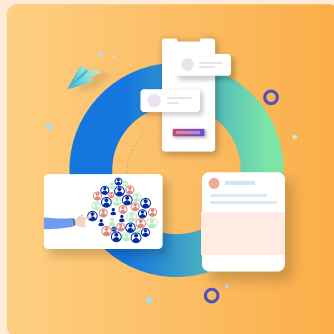

**Flows
(customer journeys)**

**Nativ
(in-app interstitials)**

Email suite

**Mobile Push
Notification suite**

**Push Amplification
Plus**

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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