SkillClash

SkillClash Reports 30% Uplift in Revenue by Reactivating Dormant Users Using MoEngage's Segmentation Capabilities

About Gamezop and SkillClash

Founded in April 2015, Gamezop's mission is simple: making game consumption frictionless. The organization is making waves among other brands, a multi-game platform that apps can integrate to interact with their customers. Over 5,000 products from more than 60 countries have partnered with Gamezop, including giants like Amazon, MX Player, Paytm, Samsung Internet, Tata Play, and Airtel Thanks!

To learn more, visit www.skillclash.com

5000+
Products

60+
Countries

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SkillClash is a B2C offering from Gamezop. It is a real-money gaming (RMG) destination - a place for gamers in India to play games of skill and win money. Customers have a wide range of titles to choose from - Carrom, Ludo, 8 Ball Pool, Rummy, and more! In line with its mission of making game consumption frictionless, SkillClash is a web-first offering without the friction of an APK side-install. So the customers don't have to worry about installing another app on their smartphone, making game consumption instant and seamless.

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"MoEngage has made it incredibly easy to segregate data for all four of our products (i.e., Gamezop, Quizzop, SkillClash, and a B2B customer dashboard) and allows our product team to function efficiently. Over the last nine months, we have been able to drive up retention numbers on SkillClash tremendously. We've been able to increase our Day 30 retention rates from single digits to upwards of 40%! Additionally, by proactively engaging dormant customers using MoEngage's segmentation capabilities, we have seen a 30% uplift in our SkillClash revenue! This technological partnership has been a key element in our success with customer retention, understanding what isn't working for us and where to put forth our paid efforts."

Yashash Agarwal,
Co-Founder, Gamezop

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How SkillClash Achieved Over **30% Uplift in Revenue and 40% in D30 Retention** Rates by Using MoEngage

With the hyper-casual and casual gaming industry booming worldwide during and after the pandemic, it comes as no surprise that India witnessed an upsurge in this industry as well. India is currently anticipated to become one of the world's top gaming markets. Currently, there are more than 400 gaming companies in India, and it is home to 420 million online gamers, second only to China. A KPMG analysis predicts that by 2025 the gaming market will have tripled in value and will be worth $3.9 billion!

An interesting addition to the scope of the casual gaming market is for brands to use games as a way to advertise their products and services. This has opened up another avenue for non-gaming brands (apps and websites) to engage with their audiences. This phenomenon has proven to be incredibly successful. Brands like Airtel, Amazon, and Paytm have reported between a 15% to a 40% increase in their user engagement after incorporating casual games into their product strategies!

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So how does a brand like SkillClash differentiate itself amongst a mass of ecosystem players in a booming industry like gaming? How does a casual gaming brand ensure that it effectively communicates with the right audience, winning their trust, turning them into customers, and retaining them in the long run?

Here's how SkillClash and MoEngage worked together to make the objectives mentioned above a reality

01

Localized Vernacular Communication Using Segmentation

SkillClash has a vast, high-quality gaming catalog that requires the brand to run at least 2-5 push campaigns a day to successfully engage with its audience. Due to the vast scope, the SkillClash team faced issues on the push notifications delivery front. Using MoEngage's Push Amplification® technology, SkillClash is able to send out 1.2 Million notifications a day to their customers.

Segmentation has not only helped the brand with personalizing communication for their customers but also in the reactivation of dormant customers on the platform. Segmenting customers and exporting data has made the outbound team at SkillClash's operations effortless. In terms of impact, the team has been able to drive a revenue uplift of over 30% in their first few months of operation, and this number keeps growing month on month!

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Additionally, these notifications are localized, based on customer preferences using the Segmentation feature that MoEngage provides. As a result of these highly segmented push campaigns, SkillClash has seen a solid 1.2% conversion rate for these push notifications every day. This means over 15,000 transactions are successfully occurring on SkillClash's platform daily, as a direct result of their push notification efforts!
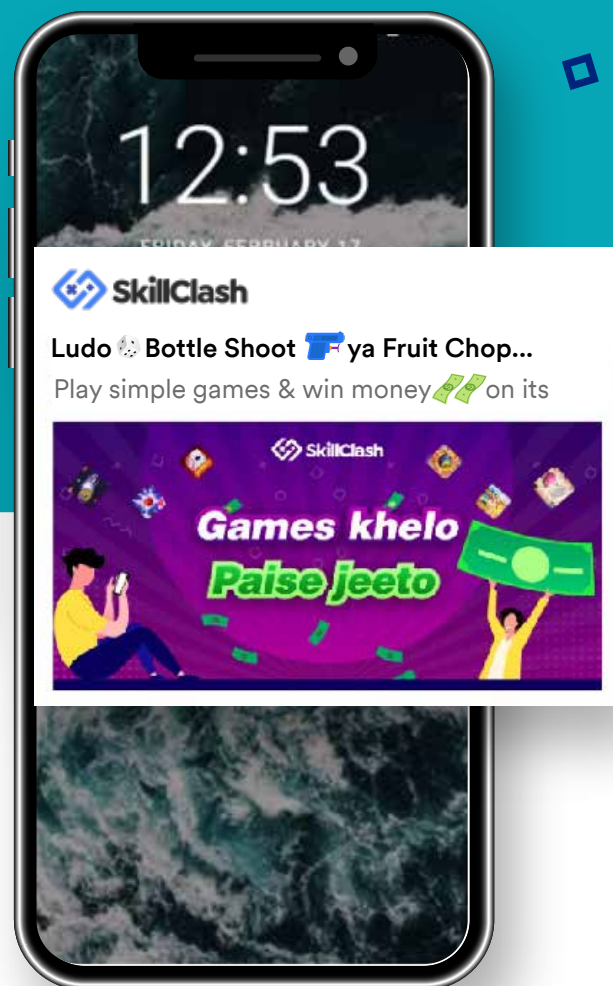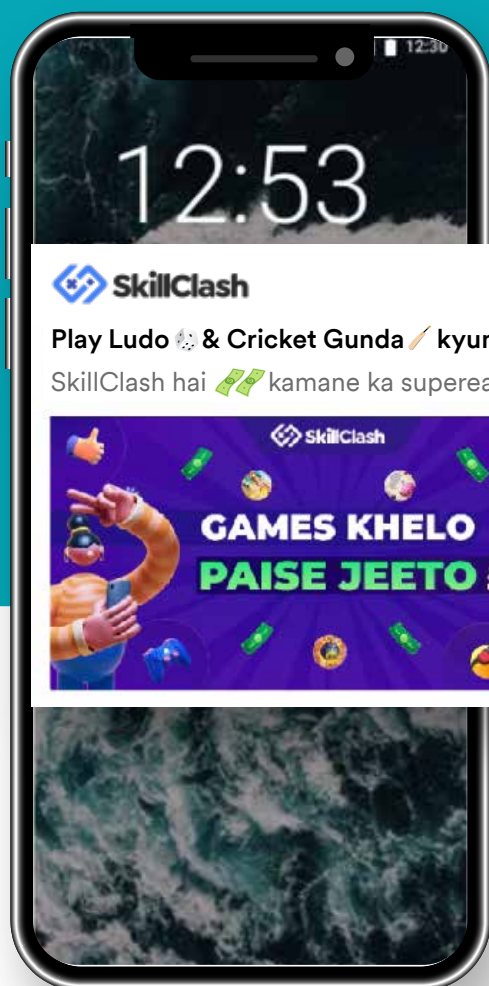
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02

Analyzing Customer Acquisition Avenues To Optimize Retention

SkillClash has multiple partnerships to drive customer acquisition efforts, namely with YouTube influencers, Affiliates, and Facebook influencers. Using MoEngage's state-of-the-art dashboard, they are able to track the performance of these influencers (where is the most traffic coming from, what avenue is most cost-effective, etc.). These kinds of insights into the day-to-day operations that MoEngage provides help the SkillClash team optimize their spends accordingly.

Since the SkillClash team can easily segregate the performance of traffic by acquisition source, they have been able to scale these partnerships with micro-influencers in a way that meets their KPIs quite efficiently!
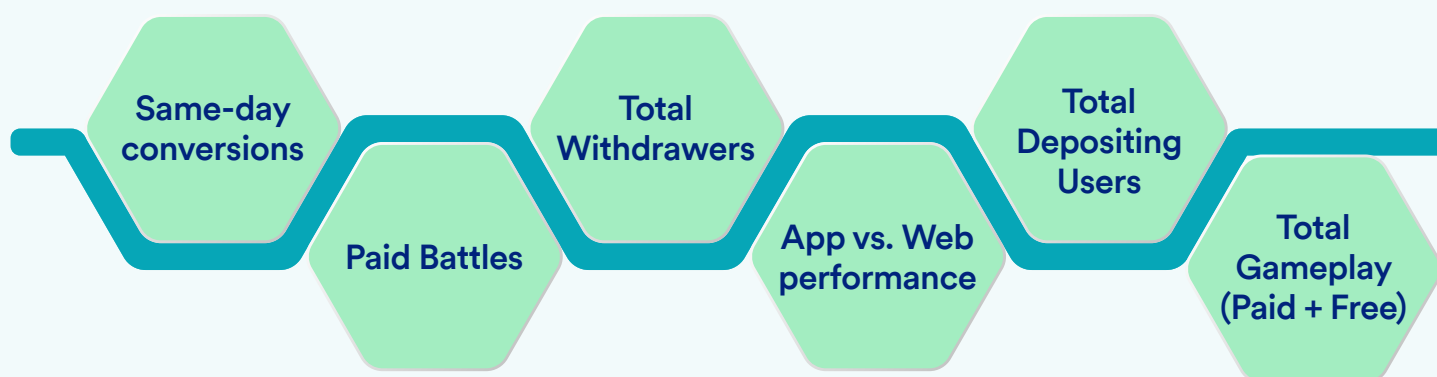
Additionally, using the Retention Analysis feature and Custom Dashboard Builder by MoEngage, the gaming brand was able to study retention for several different cohorts with unprecedented ease. The SkillClash team has seen their retention numbers drive up remarkably in the last nine months. For some key cohorts, this uplift has explicitly been significant, with single-digit Day-30 retention percentages rising to over 40%!

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03

Analyzing Product Performance Reports

Battles and Tournaments are the two key ways customers can play games on SkillClash. Using MoEngage's comprehensive dashboard, the SkillClash couldn't just access how many customers played Battles and Tournaments but also access the deeper, more meaningful insights, like:

Same-day conversions

Paid Battles

Total Withdrawers

App vs. Web performance

Total Depositing Users

Total Gameplay (Paid + Free)

1 **Same-day conversions:** Users who converted into paying customers on the same day that they signed up on the platform

2 **Paid Battles:** Users who paid to play a Battle

3 **Total Withdrawers:** Users that completed the funnel of playing a paid game, winning, and also withdrawing their winnings to their bank accounts

4 **App vs. Web performance:** Difference in key revenue and performance metrics between web and app users

5 **Total Depositing Users:** Users that topped up their digital wallet on the platform

6 **Total Gameplay (Paid + Free):** Users that played Battles / Tournaments in a day with or without a transaction

A gaming brand needs to have visibility into these insights. Understanding these numbers is a critical part of customer retention. Such an in-depth analysis of data points and much more is easily accessible on our comprehensive dashboard for MoEngage customers.

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Results

30%
SkillClash witnessed a 30% uplift in revenue using MoEngage's Segmentation Capabilities

1 Million
They increased their user reachability to ~1 million customers/day using Push Amplification®

40%
They saw an uplift in Day 30 retention rates from single-digit to over 40% for key cohorts

1.76 Million
App Opened numbers saw an all-time high of 1.76 million customers per month

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 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for our solutions. MoEngage recognized as a Strong Performer in The Forrester Wave™ Q3 2021 report– Cross-Channel Campaign Management.

See how MoEngage's customer engagement platform can power your growth strategy; talk to us!

To learn more, visit
www.moengage.com

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