

Vedantu Grew 65% of Their Topline Business with Insight-led Engagement



65%

Overall growth in
the topline
business

3X

Increase in
DAUs

15%

Growth in
engagement
within 3 months

What they say about MoEngage



We maximized the output from our campaigns by identifying the preferred time in each grade segment. We also added predictive campaigns based on user behavior in order to engage the user from one product to another. Personalized campaigns, along with multiple action-triggered campaigns were identified based on the data flowing in MoEngage.

Kunal Dubey

Head of Marketing, Vedantu

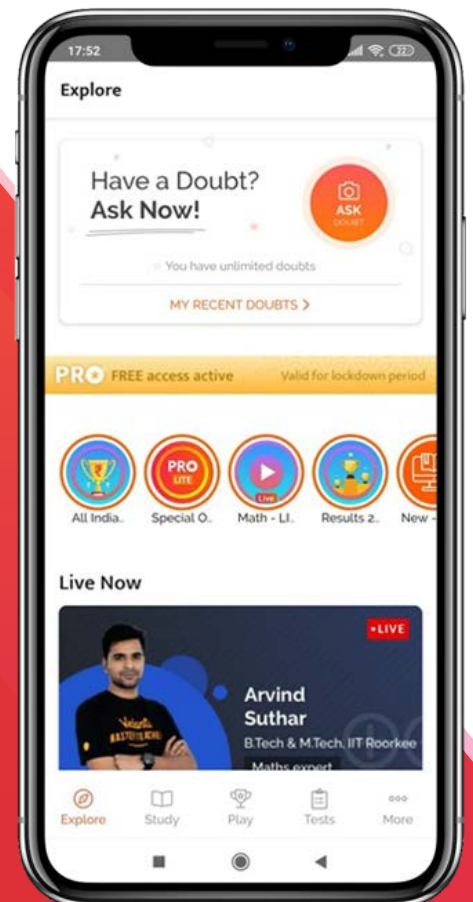


About Vedantu

Vedantu was established with a clear vision to help every child get access to quality education anytime, anywhere. This Bengaluru-based tutoring platform is a pioneer in LIVE learning, having achieved a prolific success with a student base of 2.7M spread across 500+ cities.

Vedantu uses a real-time in-house built, virtual learning environment called WAVE, which offers a shared LIVE learning set-up between teachers and students. The platform has been created after multiple years of deep research & experimentation in the field of LIVE online teaching. It uses AI (Artificial Intelligence) and ML (Machine Learning) to personalize teaching and learning for each child and is designed to make the LIVE class extremely engaging and fun.

It is all about quality education accessible to everyone, anytime, as said by Vedantu's CEO and Co-founder, Vamsi Krishna: "We always believed in the concept of LIVE interactive classes being a superior format for online learning that creates greater learning outcomes. And we are constantly working on solutions that will drive evolution, fundamentally changing the pattern of teaching and learning today."



Superior learning experience starts with storing the data under one platform

Vedantu believes that both teaching and learning methods are about to transform and the brand strives to accelerate this transformation through a superior learner experience. That's why, even with **around 2.3 Million registered students across their website and app**, Vedantu's marketing team could identify students with completed tutorials and closed transactions for paid tutorials.

- **However, there was an ~90% of students who:**
 - Added tutorials to their cart but didn't complete the transaction
 - Signed up for the tutorials but did not start or complete tutorials or
 - Completed tutorials but dropped off due to no follow-up engagement.

Vedantu's team wanted to bring back these students to their app/website to complete their tutorials. Then drive them to take the test and/or to sign-up for other relevant tutorials. The team wanted to allow students to fulfill their need to learn in a personalized manner. The roadblock was a gap in data enrichment that happened due to two major setbacks:

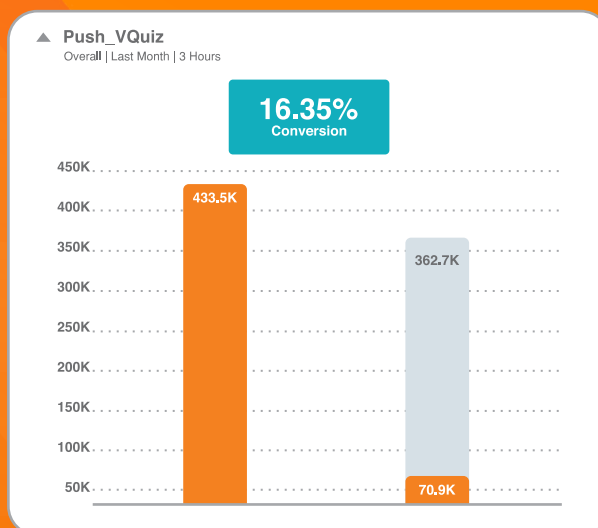
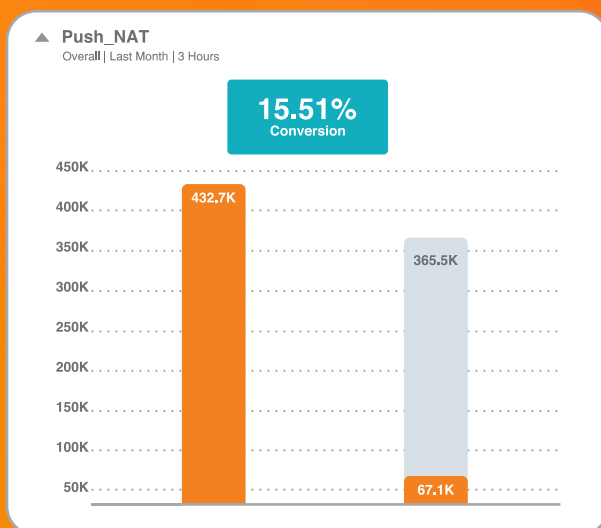
- **Missing data on user behavior and app activity, and**
- **Missing data on source medium and funnel of existing campaigns.**

"We were unable to track campaigns engagement rate, funnel drops, event trend, and the user behavior across sources, channels and products. Hence we couldn't optimize or scale our campaigns," says Vedantu's Growth & Marketing Manager Palak Wadhawan.

Single platform to fuel personalized engagement - anytime, anywhere

As a first step, Vedantu's team wanted to identify the ideal student path from signup to tutorial completion on their website or app. Next, the team wanted to create cohorts based on student behavior and event actions across channels and campaigns. This would help the team understand the stage where students were dropping off. The team wanted a continuous process of data monitoring and analyzing to ensure a more relevant, dynamic engagement was offered to students.

Using this approach, the team was able to help the students finish their tutorials and classes but also opt for new, relevant courses. "At Vedantu, user engagement is our primary goal, to increase the quality of a lead we funnel students through various engagement products." Palak adds, "MoEngage helped us improve adoption, lead quality, MAU engagement (around 20%), retention and stickiness resulting in better user experience."



Analyzing and engaging using a single platform

Vedantu was already employing MoEngage to offer personalized engagement and maximize its engagement reach. “Without a powerful analytics platform in place, we couldn’t completely strong-arm our engagement.” Palak also adds, “After employing MoEngage platform for our engagement, we realized it is best to sync our analytics with the same system.”

To initiate the analytics strategy, Vedantu’s marketing team started creating multiple cohorts using various combination:

- **For retention, they analyzed**

- Repeat users for a particular event, and/or
- Utilization of a specific product

- **For behavior trends, they analyzed**

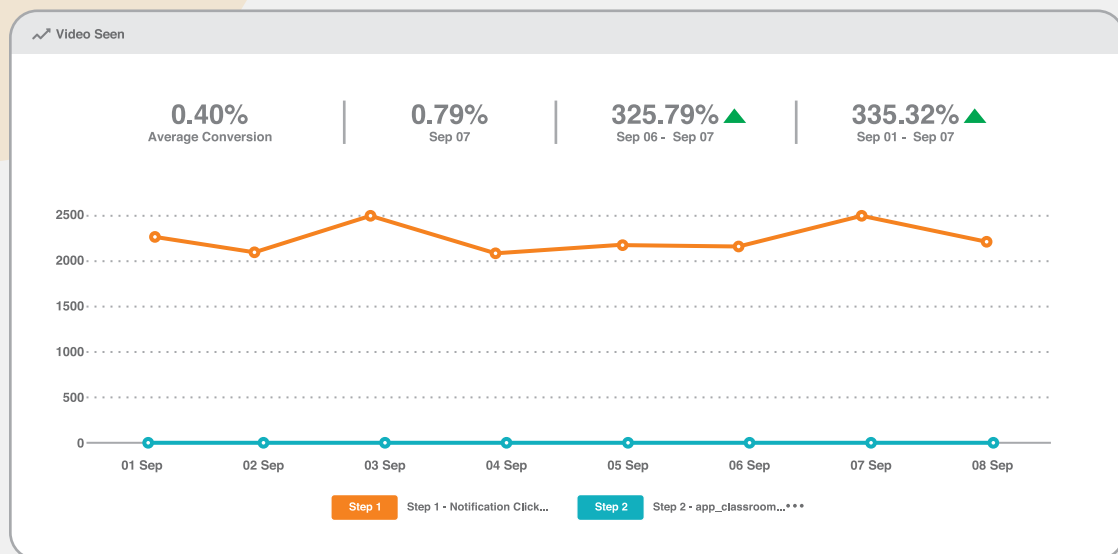
- DAUs (Daily Active Users),
- Clicks on in-app pop-up banners for spotlight product, and
- Clicks on certain products

For Vedantu, creating these cohorts had become imperative. “It was important to understand the user’s engagement pattern, channel affinity, and their motivation to use a particular product. In addition, we also wanted to understand the drop-offs w.r.t time, days, and product consumed in order to create better user journeys.” Palak points out, “by measuring each channel’s performance we maximized the output using the right channels for the user and(or) product.”

Based on these cohorts data, the team created dashboards allowing them to monitor their weekly and monthly KPIs. These included:

- Active DAUs vs. Targeted DAUs
- Campaign engagement
- Channel effectiveness
- Funnel conversions

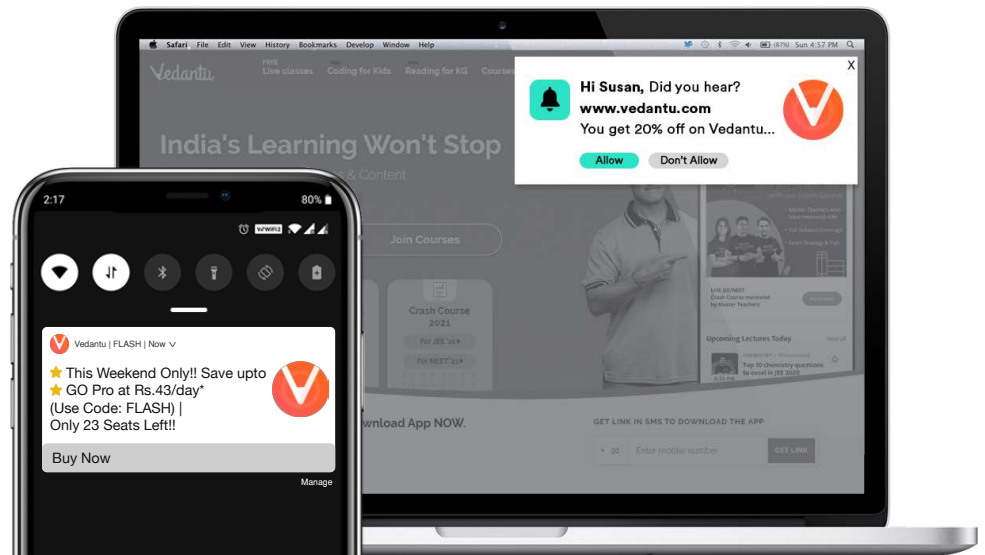
Palak explains, “MoEngage data dashboards helped us with day-to-day analytics like adoption, engagement product trends, funnel conversions, drop-offs, and user behavior. This data is parsed back to understand students’ behavior allowing us to create better funnels.”



This whole 9-yard analysis approach helped the team to understand user behavior for particular events and user actions taken based on these events. They were able to monitor the funnel drops, segment students, and target the engagement accordingly.

Once the initial analytics was in place, the team segmented students based on app activity and funnel events. Then started sending regular push and web notifications with variations in messaging and products. They monitored campaign analytics daily to understand views and clicks on the different notifications sent. Also, they did events tracking to learn when and what notification led to conversions. All this data further helped the team power-up their engagement campaigns by allowing them to create action-triggered campaigns. They were also able to run more dynamic and relevant product messaging.

Vedantu's marketing team kept falling back on the real-time data they were monitoring for the on-going campaigns. Palak informs us how they were utilizing this data, "we maximized our campaign's output by identifying the preferred time in each grade segment. We also added predictive campaigns based on user behavior in order to engage the user from one product to another. Personalized campaigns, along with multiple action-triggered campaigns were identified based on the data flowing in MoEngage."



Single platform is the key

The response to this more relevant engagement was delightful and the team at Vedantu was stoked with the results. **The customer engagement rate grew from 9% to 15% in a span of 2-3 months.** So far, the **campaign's messaging CTR improved by 140%** and the brand was able to retain **around 7% of students.** The whole strategy of using analytics to improve engagement while partnering with MoEngage to execute it all helped Vedantu immensely. Adding to this Kunal Dubey, Vedantu's Head of Marketing points out that, "it was all about detailing our engagement approach. Features like Push Amplification + that improved our push notification delivery and Sherpa that added relevance to our messaging came in handy. Together the whole MoEngage platform offered something crucial that eventually allowed us to offer better engagement."

The brand observed an **overall growth of ~65% in their topline business,** and even during the recent pandemic, they were able to **increase their DAUs to 3X.** Palak informs, "we were able to identify the activity time period for our engagement products. We now understand after which activity or after how many days a user is retained, what is the frequency and product combination we should adopt in order to retain our students. We have a 360° view of our students' behavior and actions helping us excelling in our engagement strategies."

About moengage

MoEngage is an intelligent 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. The recent Gartner Magic Quadrant 2020 named MoEngage as the Leader under Mobile Marketing Platforms. Also, MoEngage has been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

Read More About MoEngage's Analytics ► [Here](#)



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