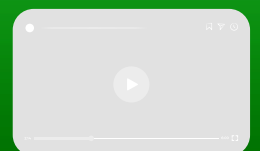
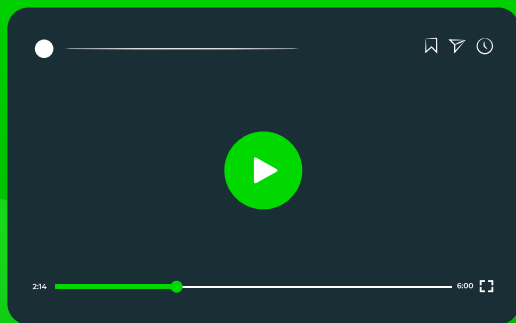


mengage | VieON

How VieON Improved MAUs by 3X and Paid Subscribers by 5X Using an Insights-led Engagement Platform





About VieON

Launched on 15th June 2020, VieON is DatVietVAC's new streaming service. With the launch of VieON during the midst of Covid-19 pandemic, DatVietVAC aims to drive a new standard of streaming in the Vietnamese market and to bring a best-in-class experience across mobile phones, SmartTVs, and desktops. The platform is home to an unrivaled library of high-quality, 4K, in-demand content, with over hundreds of traditional and international TV channels, more than 100,000 hours of copyrighted content, and exclusive first airing of hit series like 'Gao Nep Gao Te', 'Cay tao no hoa' and web drama 'Hai Duong Trong Gio'. Leveraging a deeper understanding of local tastes, VieON is focused on content that will resonate with the Vietnamese audience by celebrating their culture and history.

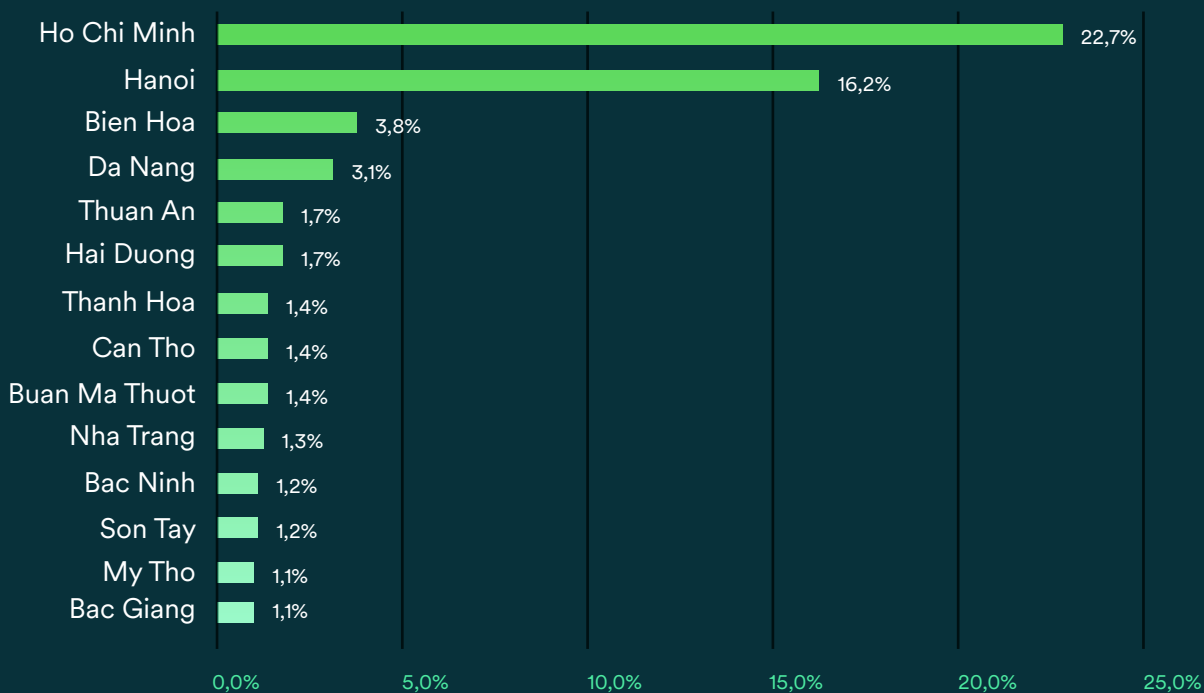
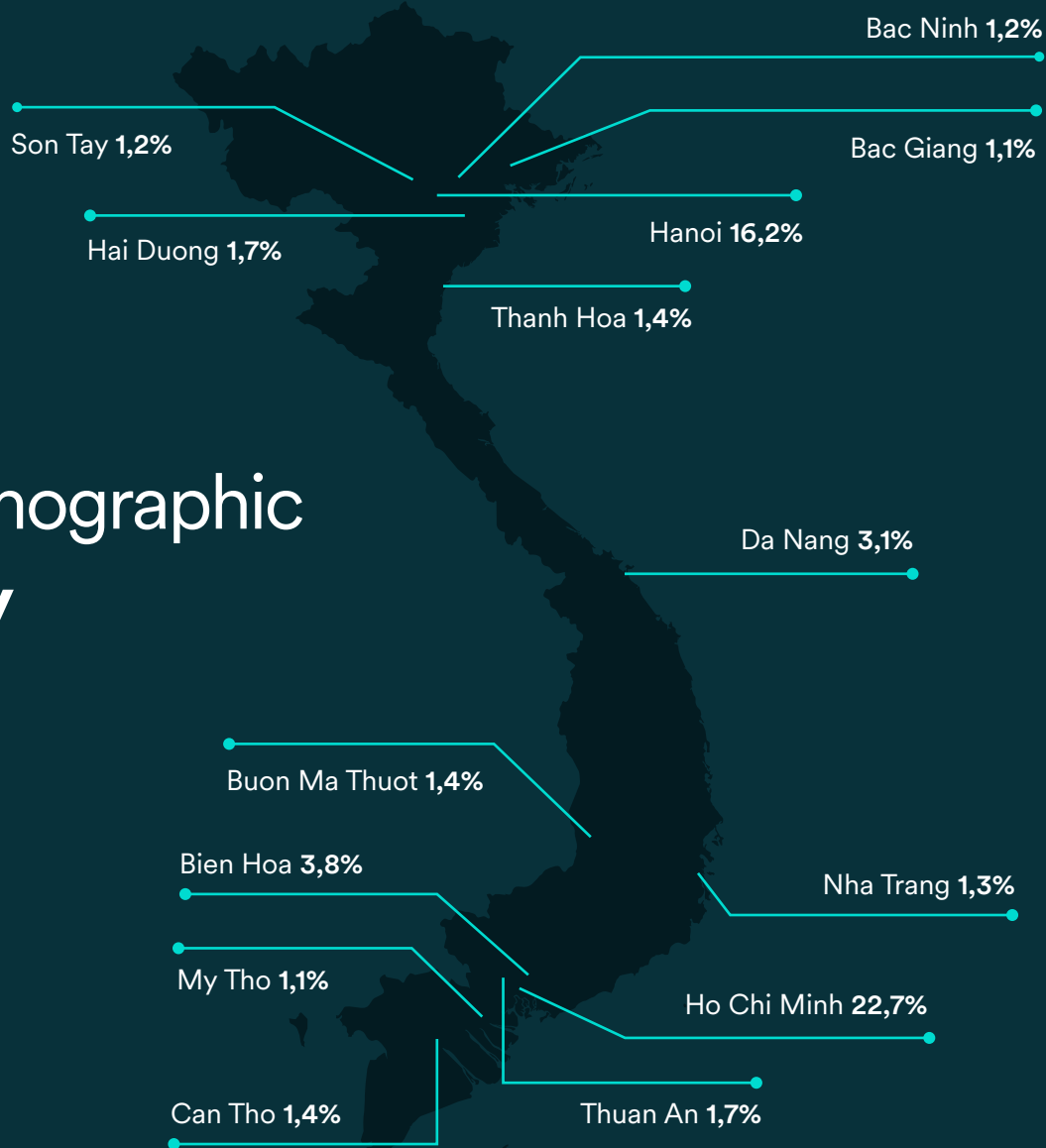
Challenges faced by VieON in context of their business

With a sizable customer base in the 18-54 year old age group (predominantly female audience), VieON is focused on adding more male viewers by expanding and adding more sports-related content on their app. The challenge was two fold: driving more active users to the app on a monthly basis, and optimizing revenue growth by upselling more paid subscriptions. In order to accomplish either of these goals, the OTT platform has to meaningfully engage their audience.

It was crucial to add more relevance and personalized touch to the communication that went out to their audience. The team at VieON ensured that, by creating various customer segments and sending them content recommendations, the OTT is thereby catering to their preferences.

This is where MoEngage's insights-led platform came in handy. The VieON team leveraged MoEngage to automate audience communication across channels like push, email, and set up various workflows across the customer lifecycle journey. The team at VieON was able to personalize their marketing communication, send communication based on various triggers, utilize the "drag and drop" email builder, - thus reducing dependency on design resources and adopting a personalized and omnichannel approach to engagement.

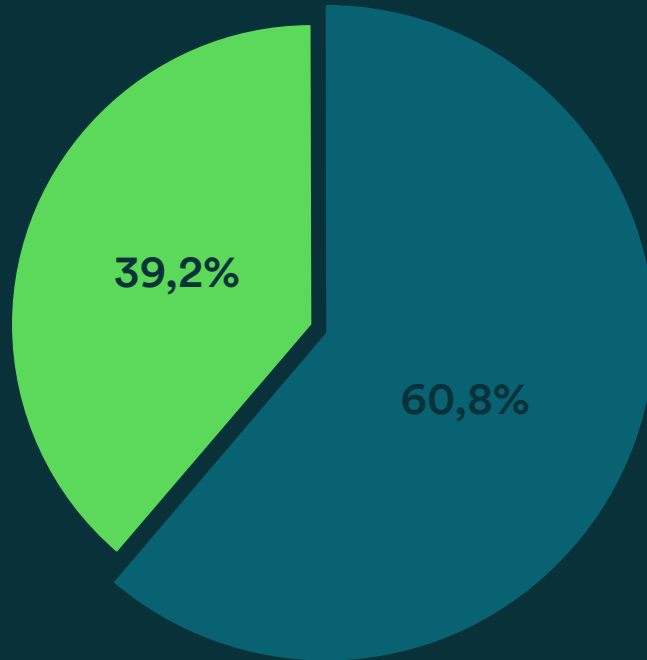
Demographic City



Demographic

Gender

- Female
- Male



Frequency

7.1/week

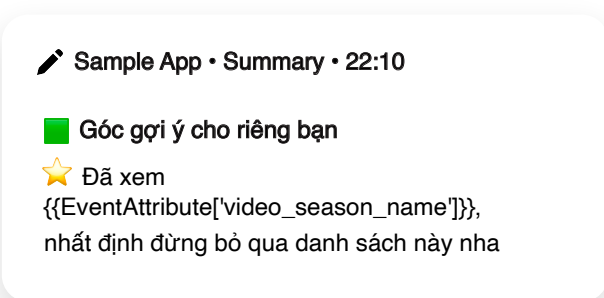
(number from recent 6 months)

How VieON optimized their engagement strategy and achieved their goals using MoEngage

With a renewed focus on expanding beyond the current offerings of reality shows and blockbuster movies, VieON is keen to more sports-focused content on the app, thereby increasing the appeal to male audiences. Hence, the team at VieON is focused on increasing the subscriptions for sports by personalizing recommendations based on customer behavioral attributes and actions.

The team currently utilizes MoEngage's insights-led platform to understand customer affinity to certain types of content along with capturing information such as name, age and gender. Based on the content affinity and preferences, the team at VieON utilizes Dynamic Product Messaging (DPM) to map product recommendations to different customer segments and run triggered campaigns. These campaigns would be personalized based on actions taken by the customer in the app. So, for instance if a customer is more inclined to consuming K-dramas, they would be engaged using similar program recommendations.

In fact, utilizing the event-triggered campaigns, the VieON team observed conversion rates between 63-67%!



By using DPM and content APIs along with RFM segmentation, the team at VieON is able to personalize communications across push notifications, in-app, and email, to run Facebook retargeting campaigns, and to send package consumption reminders and other relevant communication which provided an uplift of 7-8% in conversions. The team also aims to use onsite messaging and in-app communication to extract deeper customer insights in order to personalize their experience even better.

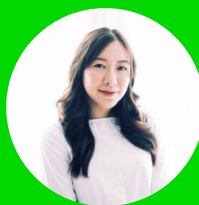
Using these customer insights to run engaging campaigns, the team at VieON observed a 3X increase in Monthly Active Users (MAUs) and a 5X increase in paid subscribers, thus driving growth across active usage and revenue growth metrics.



Why VieON chose MoEngage to drive meaningful customer engagement

“

One of the most important objectives for VieON is to drive customers back to our app and engage them in a meaningful way. MoEngage enables us to set up various flows to retarget both new and old users on channels such as Facebook. We've used push notifications, in-app communications, and emails to reach these target groups and are able to provide them with a rich, relevant, and personalized experience. We aim to explore other offerings on the platform to deepen the understanding of our customers and delight them even more!



Anh-Phuong Nguyen Vo
Senior Marketing Manager

Results

- VieON team observed a **3X increase in Monthly Active Users** across the app
- The VieON team observed a **5X increase in paid subscribers** thereby driving revenue growth
- **Daily Active User (DAU)** growth of **2X** observed by the VieON team
- Before implementing MoEngage, around November 2020, the MAUs were around **190K for iOS, 153K for Android, and 420K for web.**
Post MoEngage implementation, the numbers for January 2022 were **760K for iOS, 750K for Android, and 1.5 Mn for web.**

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 POPS Worldwide 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](#).

Gartner



FORRESTER



Request Demo