

# Noice Adopts An Insights-led Approach To Engagement, Boosts DAUs By 34%



## About NOICE

NOICE is a technology startup focusing on providing a multi-vertical audio platform that streams local content to Indonesian listeners. NOICE provides a wide array of content like podcasts, radio, audiobooks, and live audio. NOICE has become Indonesia's largest podcast network with over 600+ original and exclusive shows across different genres. The company's mission is to let everyone have more delightful screenless moments through high-quality content. The NOICE app is available on the Google Play Store and Apple App Store.



**34%**

quarterly increase in the number of DAUs

**21%**

increase in the number of MAUs

**20%**

reduction in the number of uninstalled users

## NOICE's Engagement Challenges

Initially, the marketing team at NOICE began engaging with users by manually building campaigns. This hindered them from re-engaging existing listeners and caused inconsistency in their communication flow. If allowed to continue, this would be detrimental for NOICE as their key goal was to retain existing customers to improve app stickiness.

Additionally, manually setting up campaigns took up their valuable time in duplicating campaigns and examining performance. Lack of actionable insights prevented them from understanding their audience and their preferences, which in turn, deterred them from strengthening their audience engagement strategy.

As an audio content app, retaining existing listeners is super critical for NOICE. They needed to ensure that their existing audience was listening to the app at least 4 times a week.

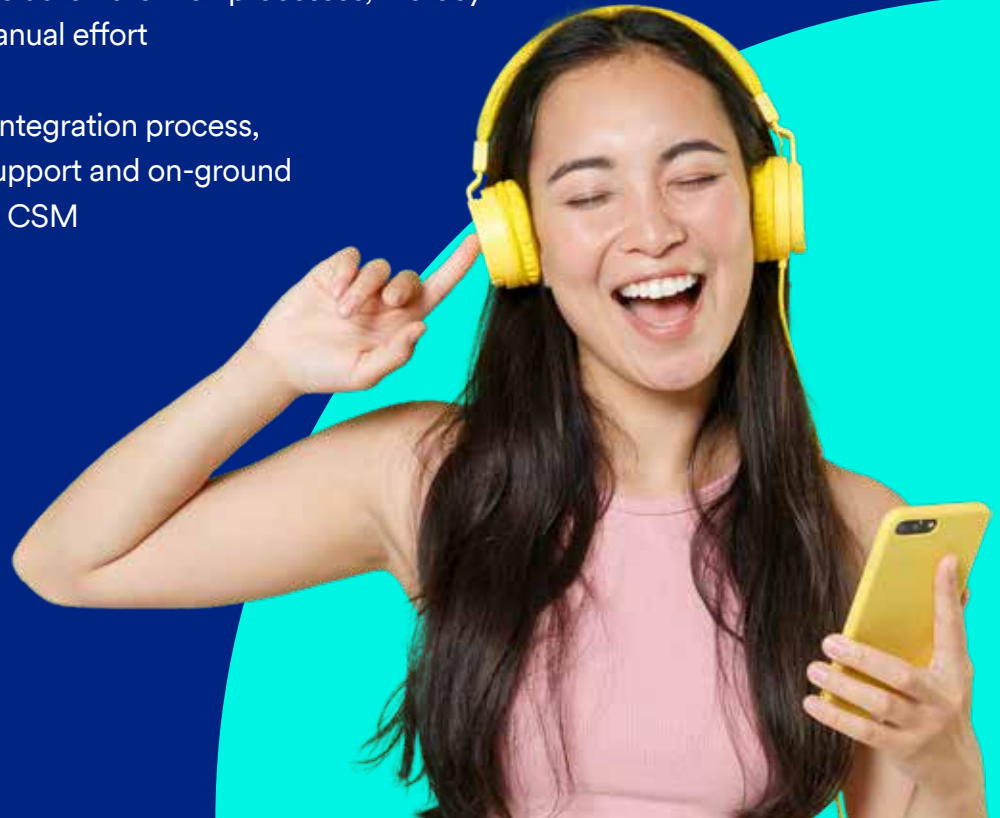
## Why Did NOICE Choose MoEngage as Their Customer Engagement Platform?

NOICE chose Amplitude as their product analytics partner. When they were evaluating various customer engagement platforms, they needed one that could be easily integrated with their existing stack.

While comparing other potential solutions that could fit in their marketing tech stack, NOICE chose MoEngage because:

- The [MoEngage- Amplitude synergy](#) helped NOICE effortlessly leverage Amplitude's analytical intelligence in campaigns and flows orchestrated by MoEngage. This synergy also provides them more insights into the stickiness of the audience and tailor engagement campaigns accordingly
- MoEngage's integrated, data-driven approach in customer engagement helped leading media and entertainment brands across the globe in retaining and improving app stickiness

- MoEngage's easy-to-use intuitive AI helped the team to easily execute campaigns and decode engagement trends
- By choosing an AI-driven customer engagement platform, NOICE would be able to automate their processes, thereby decreasing time and manual effort
- MoEngage's seamless integration process, post-implementation support and on-ground support with dedicated CSM



Our partnership with MoEngage has really helped us gather the right insights, optimize our onboarding process, and provide a superior listening experience for our listeners to enjoy their screenless moments. By leveraging MoEngage's flows and campaigns, we are able to personalize and contextualize our communications.

We look forward to growing our audience and providing them with an unparalleled listening experience with MoEngage supporting us on our audience engagement and retention.

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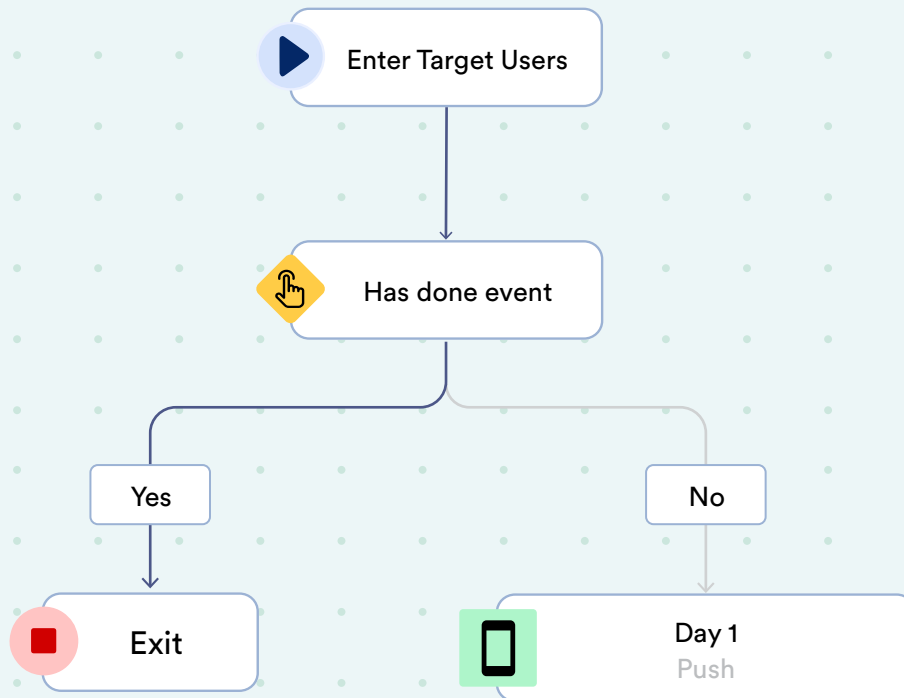
**Virginia Fransiska**

VP of Marketing & Partnership, Noice

## How NOICE Fine-Tuned Their Onboarding Process

As Noice began to scale their in-house content production and third-party content acquisition, it was important for them to prioritize audience engagement and re-engagement so as to have a healthy stickiness quotient.

For NOICE, healthy audience engagement is a result of a robust onboarding process and building successful listening habits. To successfully engage users, the team at Noice has set up a 7-day onboarding flow using push notifications as the channel.



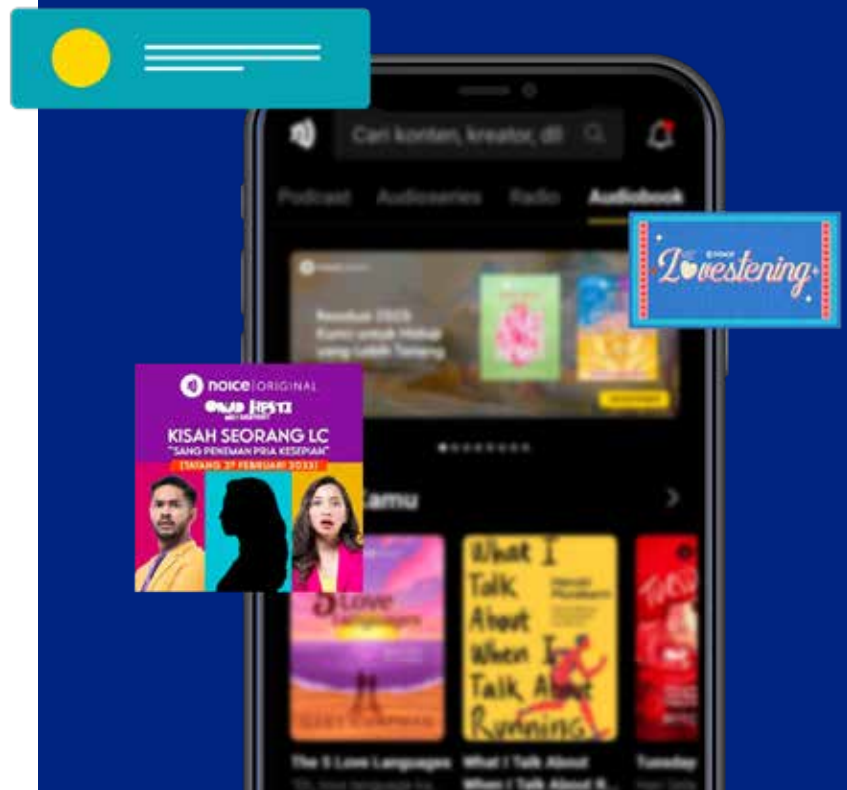
## Event Triggered Messages to Personalize Engagement

Media consumers need companies to be in-sync and responsive to their content needs. Smart triggers help NOICE to send contextual and relevant messages to their listeners through channels like push notifications, in-app, email and SMS.

By using smart triggers, the team at NOICE sends triggered notifications based on user events. For app users who opened the search bar but haven't listened to a podcast in the last 30 days, a triggered notification is sent where the conversion goal is to get them to start listening.

🔔 Campaign Trigger Actions & Attributes		
IF the user done "Has executed search bar opened"		
👤 Target Audience	🔽 Filters	
custom_filters	Has not executed listening started in the last 30 days	
✓ Conversion Goal Event	📱 Platforms	➔ Start Sending
listening started	ANDROID, IOS	🕒 Start: 9 Sep 2022, 10:00 am Timezone: Asia/Bangkok
		🕒 End: 13 Sep 2022, 11:58 pm Timezone: Asia/Bangkok

In a world where timing and context is everything, smart triggers helps NOICE have a one-on-one conversation with their listeners. This in turn, helps them to bring listeners back to the app and build app usage habits successfully. Personalized communications through event-based smart triggers helped them **increase their app stickiness quotient by 3%**.



## Uninstall Analytics to Be Proactive in Audience Retention

By keeping an eye on the uninstall analytics, NOICE tracks uninstalls on android and iOS devices respectively. These analytics are performed at a user level, so NOICE receives information on listener attributes like location, number of sessions, etc. Further, with time and attribute filters NOICE can track uninstall patterns for a set period of time with day-level accuracy.

This helps them in devising measures to better engage with at-risk category of listeners. The result: a **20% reduction in the number of uninstalled listeners** in a single quarter.



### Results

By having an insights-led approach to audience engagement, NOICE has paved a strong foundation that will help them achieve their goals.

Some notable numbers since using MoEngage include:

**34%** quarterly increase in the number of DAUs

**21%** increase in the number of MAUs

**20%** A quarterly reduction of 20% in the number of uninstalled listeners from Q2 to Q3.

Automated onboarding flows to engage with listeners right from the start and also reducing manual effort in setting up new campaigns

A better understanding of when listeners drop-off or uninstall from campaign and uninstall analytics respectively.

## MoEngage products used by NOICE

[Customer Journey Orchestration](#)

[Smart Triggers](#)

[Uninstall Analytics](#)

### About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO\*, and more. MoEngage empowers marketers and product owners with insights into customer behavior 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 power digital experiences for over 1 billion monthly customers. With offices in ten countries, 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.

To learn more, visit [www.moengage.com](http://www.moengage.com).

**Get a demo of MoEngage today!**