On Beat with SoundCloud: Migrating 200+ Campaigns to MoEngage for 100M+ Users in 12 Weeks

SOUNDCLOUD + **moengage**

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Here at SoundCloud, we consider MoEngage as a true partner with over 90+ team members across content, product and marketing using the platform on a daily basis to create, launch and deliver engaging experiences for our fans and artists. Their support teams helped us migrate 200 live campaigns from the previous platform seamlessly in 12 weeks, while also providing custom support to solve our biggest challenges. Our goal is to be the top social and streaming platform globally, and MoEngage plays a crucial role in helping us achieve that.

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Hope Barrett

Director of Product Management at SoundCloud

Results

12 WEEK MIGRATION

200+ MIGRATED MULTI-GEO CAMPAIGNS

15% INCREASED ENGAGEMENT IN MUSIC STREAMS

Boiler Room posted a new track 🔥
Tap to check it out!

now

About SoundCloud

SoundCloud empowers artists and fans to connect and share through music. Founded in 2007, SoundCloud is an artist-first platform empowering artists to build and grow their careers by providing them with the most progressive tools, services, and resources. With over 375 million tracks from 40 million artists, the future of music is SoundCloud.

Email | Web & App | AI Optimization | API (Backend) | Flow Versioning

Challenges

After seven years with their previous platform, SoundCloud's MarTech stack had become overly complex. They had to build multiple internal APIs to manage engagement for their 100 million users, handling notifications, user alerts, and transactional messaging. Additionally, they developed a custom solution to aggregate user data due to limitations of their previous provider, aiming to reduce maintenance costs and better understand customer behavior.

However, this reliance on internal teams reduced the bandwidth of SoundCloud's product and engineering resources, limiting the marketing team's ability to launch new engagement use cases.

To address these challenges, SoundCloud sought a collaborative partner to manage their extensive data needs, seamlessly migrate live campaigns, and simplify their MarTech stack. They needed a partner who could provide robust support and adapt to their evolving needs at scale.
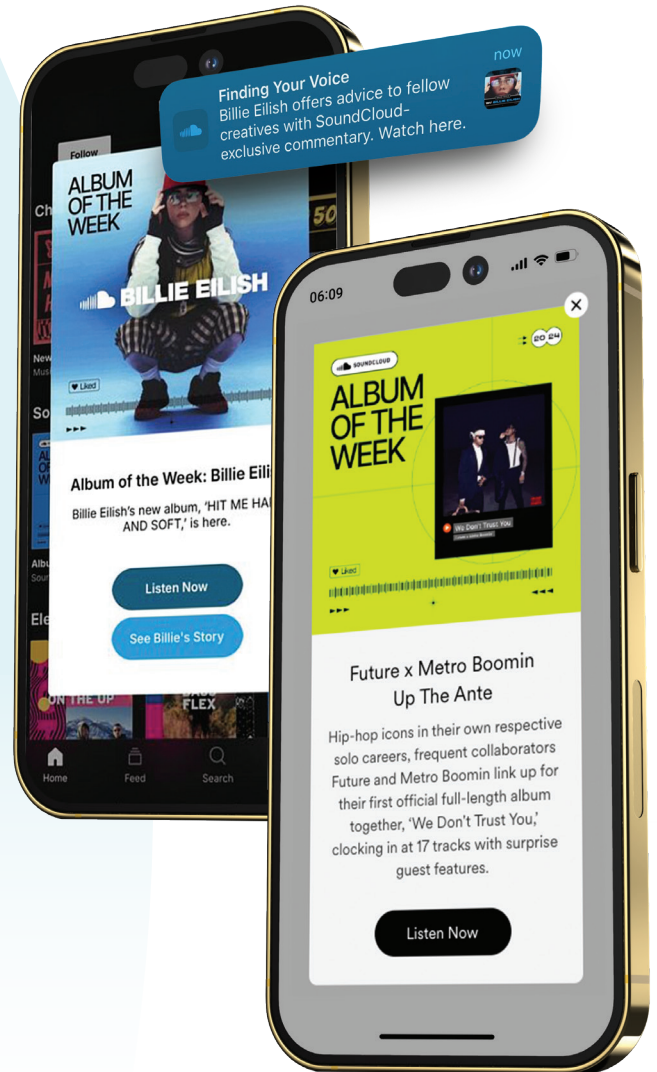
Solutions

After a thorough evaluation, SoundCloud selected MoEngage as its customer engagement platform for its scalability, product innovation, and swift implementation capabilities. To eliminate cumbersome internal systems and resource-dependent API builds, they leveraged Hightouch on top of BigQuery. This integration enabled rapid product iterations focused on personalization, including notifications and engagement across app, web, and email.

With this robust setup in place, the team smoothly migrated over 200 live campaigns in just 12 weeks, optimizing processes along the way. Previously limited by data points, SoundCloud now uses MoEngage to analyze, segment, and look back farther than ever before, allowing for more informed decision-making and innovative approaches.

Using MoEngage Business Events, SoundCloud delivered personalized messages to listeners, such as new tracks from their favorite artists. This strategic shift resulted in a 15% engagement increase compared to holdout groups, positioning SoundCloud for future growth and strengthening their quest to become the leading social and streaming platform.

To Learn More, visit: **moengage.com**   Or contact us at **info@moengage.com**