

SportsCafe achieves 32% lift in page views with MoEngage web push

About SportsCafe

SportsCafe is a one-stop platform to the Indian sports fans, where they can follow their favorite sports through live-scores, match reports, features and much more.

Introduction

Advertising revenues for digital publishers grew 20% year over year during 2014-15 and continues this year. Growing revenue from digital sources means publishers are looking to increase visitors and engagement on their website to boost revenue. As a digital advertising driven site, SportsCafe used traditional means of driving traffic: social media and Google adwords among others. With 90% of their traffic being from anonymous visitors, the SportsCafe team wanted to do more to increase traffic and create a pool of engaged visitors who would keep coming back to the site - especially on mobile devices. To achieve this, SportsCafe implemented MoEngage Web Push letting them deliver mobile app like push notification experience on desktop and mobile devices. Here's what they experienced:

Results

32%

Increase in average page views on SportsCafe

10,000+

users driven to the site in their first 100 days with web push notifications

120%

Increase in time-spent from 'web push visitors' compared to regular visitors

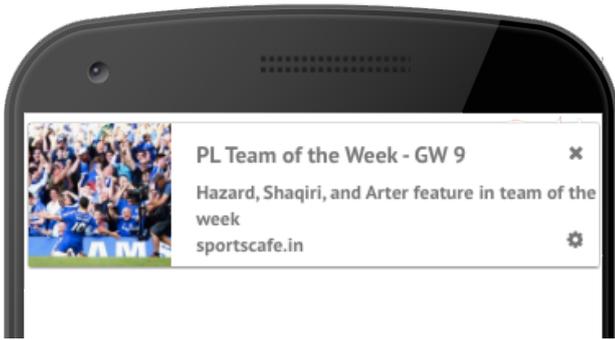
32%

click-through rate observed for web push notifs

"As a digital content service provider, MoEngage Web Push has significantly increased our ability to send targeted notifications to our users. I can push breaking news articles to cricket enthusiasts while sending tactical football analysis to users who are into detailed statistics."

**Gaurav Konar - Co-founder,
SportsCafe**

Here's how SportsCafe leveraged MoEngage to drive these results



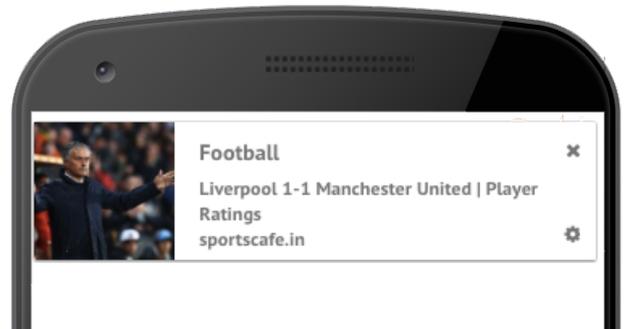
Timely and relevant notifications

Sports fans want to know the inside scoop on their favorite stars and teams as close to real-time as possible. Using MoEngage, SportsCafe reached out to over **10,000** users by delivering real-time web push notifications, establishing themselves as a trusted site for real time information about sports. Sending timely and relevant notifications with

advanced segmentation based on fans' sports interests, helped SportsCafe increase overall page views on the website by **32%**.

High attention users arrive from web push notifications

An unexpected benefit to targeted notifications was re-engaging loyal visitors. While drawing new users to the website is desirable, websites need to find ways of attracting loyal visitors. With web push notifications, SportsCafe observed a 120% increase in total time spent on the website compared to regular website visitors. These results were achieved because messages were sent to a loyal group of followers. MoEngage goal tracking made it easy for SportsCafe to identify their most loyal audience segments, target them and measure the impact like time on site.



High engagement with users:

Web push notifications have garnered up to **32%** click-through rate for SportsCafe putting it at par or even ahead of other marketing channels. Opting into receiving notifications is done with just one click and does not require an email address. This makes opting in very "lightweight" which is especially beneficial for mobile users who don't want to tap out their email address on a small keyboard but would like to stay updated on latest articles and updates.

MoEngage Web Push allowed SportsCafe to achieve their traffic and engagement goals, while they continue to explore innovative ways to drive digital ad revenue using web push.

About MoEngage:

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.

To read more success stories please visit: www.moengage.com/customer-stories