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MEDIA & ENTERTAINMENT | PERSONALIZATION

How Airtel Wynk Music Reactivated 44% of Dormant Customers Using Insights-led Engagement
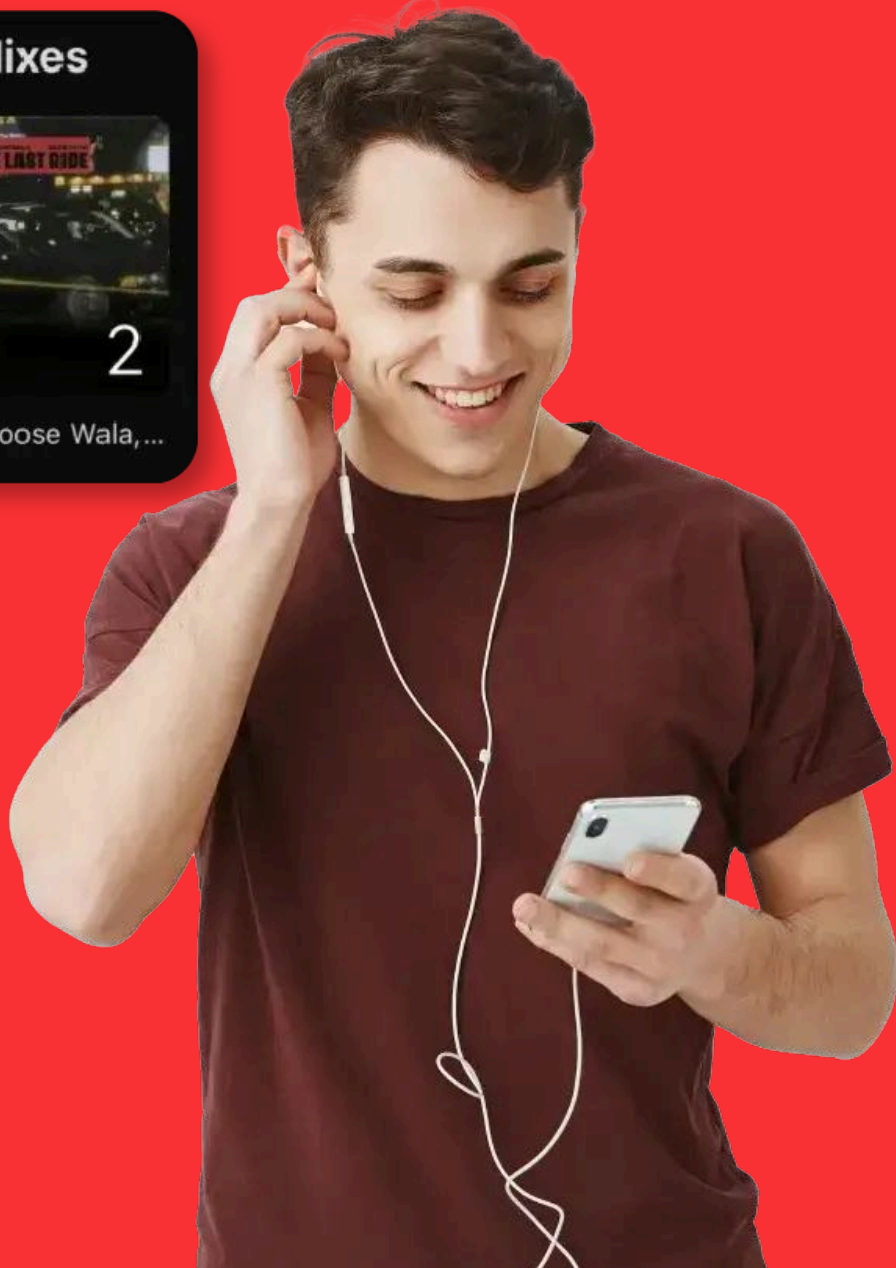
44%	Deep Segmentation
Reactivation of Dormant Customers Within 90 Days	Based on Customer Affinity

WYNKMUSIC

ABOUT AIRTEL WYNK MUSIC

Wynk Music by Airtel is India's largest mobile entertainment platform for music and on-the-go entertainment. With over 100 million app installs, Wynk houses 15 million songs in 14 languages and over 3 billion monthly song plays.

The Challenge

The Growth team at Wynk observed the streaming behavior on their mobile app and realized that a significant percentage of customers who stream music regularly have a tendency to go dormant until there is a new music album or a movie that is released. But due to Covid-19, new music releases in India went down. Instead of relying on customers to come back to the app on their own, the Growth team wanted to introduce nudges to win back these dormant customers.

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> We were able to successfully win back 44% of our dormant customers thanks to Insights-led Engagement. MoEngage helped us gather intelligence about which customer cohorts are going dormant and enabled us to act on the insights by sending out relevant content recommendations to these valuable customers before they churned.

Ruturaj B
Sr. Growth Product Manager

Embracing Deeper Segmentation for Reducing Customer Dormancy

The Growth team at Wynk first started by segmenting their customers based on their last activity on the mobile app. They considered customers who were inactive for the last 20 days. The team used MoEngage's segmentation capabilities to create customer cohorts based on content affinity, i.e., the language of the songs they've listened to the most on the app.
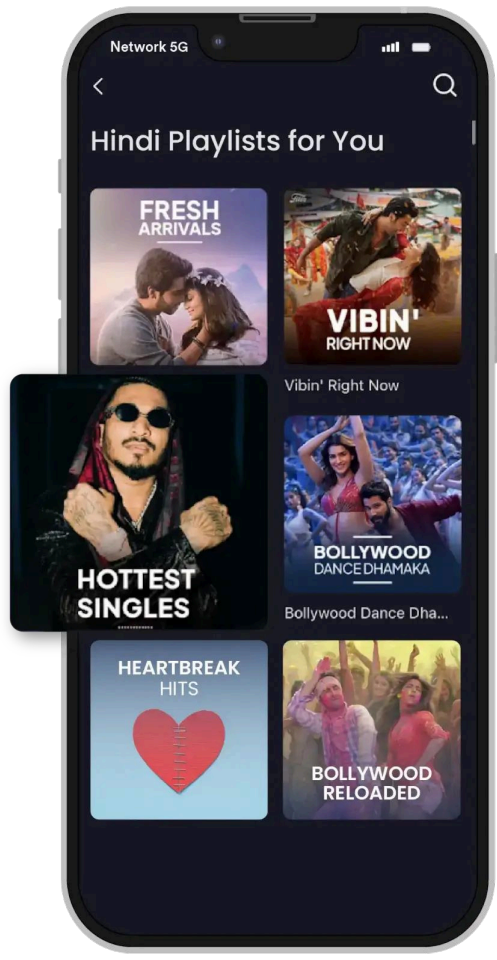
Utilizing Push Notifications to Increase Engagement

The Growth team wanted to invoke 'fear of missing out' by sharing content recommendations via Push Notifications. The team then used MoEngage's insights-led platform to orchestrate a dedicated customer journey with relevant Push Notification campaigns at strategic intervals.

Products Used

🎯 **Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your customer's journey.

🔔 **Push Notification**
Reach customers at the right time using AI-powered, targeted, push notifications.

📊 **Smart Recommendations**
Build personalized experiences by driving most relevant product recommendations.

The Result

The Wynk team realized that a large percentage of customers who streamed music had a tendency to go dormant until the release of a new music album or a movie. So, they decided to use the MoEngage platform to encourage dormant customers to come back to the app.

● A dedicated customer journey with relevant Push Notification campaigns at strategic intervals was orchestrated.
● The 'Fear of missing out' was invoked by sharing content recommendations to customers via Push Notifications.
● 44% reactivation of dormant customers was achieved within 90 days

The Wynk team started off by segmenting their customers based on their last activity on the app. They then considered customers who were inactive for the last 20 days and used MoEngage to orchestrate a dedicated customer journey, with relevant push notification campaigns at strategic intervals.

The team then used MoEngage's segmentation capabilities to create customer cohorts based on their content affinity. They also decided to invoke the 'fear of missing out' by sharing content suggestions via push notifications. The team was able to successfully reactivate 44% of the dormant customers.

About MoEngage