

# Audiomack Sees 18% Increase in Free to Paid Subscribers with MoEngage



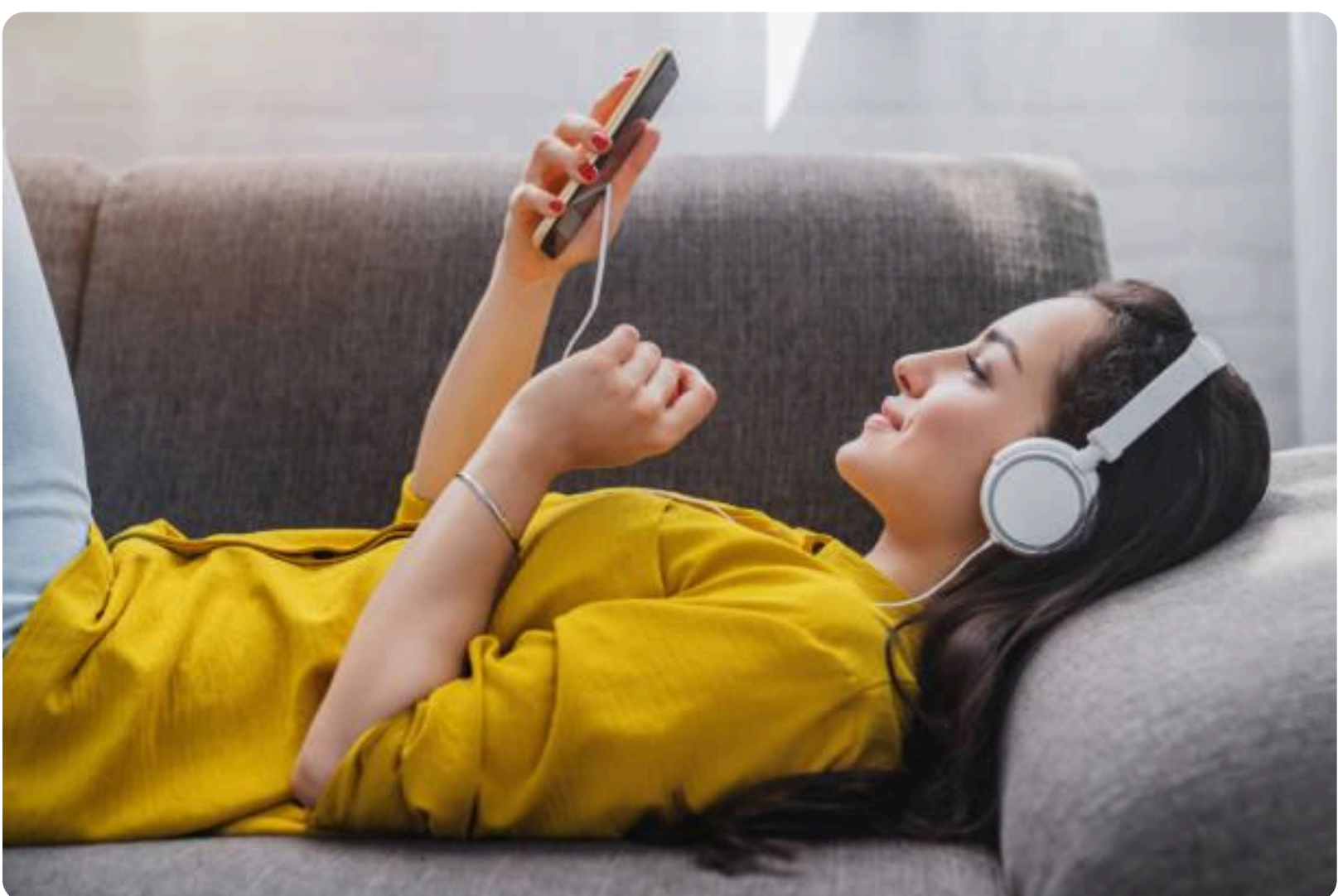
5.5%  
Increase in Retention

17.8%  
Lift in Sessions Per Customer



ABOUT AUDIOMACK

Audiomack is an artist-first music streaming platform that empowers creators to share unlimited music while fans can discover songs, mixtapes, podcasts, and more. With a 116% growth rate in active customers in the last two years, it is one of the most influential platforms for artists and creators today. The company is headquartered in New York City.



## Business Need

Audiomack wanted to understand their customers’ journey after installing the music app, enable new listeners to stream music from their favorite/upcoming artists, and leverage listener preferences to personalize communication.



Our collaboration with MoEngage helped us grow our customer base by introducing emerging artists to listeners. MoEngage’s expertise lies in delivering a hyper-personalized listening experience for our creators, labels, and fans; thereby helping us grow our community.



**Brendan Varan**  
VP, Content Strategy, Audiomack

## MoEngage Solution

Audiomack implemented MoEngage’s Insights-led engagement platform to send personalized communication via Emails, In-app, and Push Notifications based on individual preferences. With one-time Push Notifications, Audiomack sent personalized communication enabling new customers to play music on their app. While MoEngage In-app Messaging and Emails enabled effective customer engagement and retention, individualized recommendations for subscribers helped Audiomack in building brand loyalty.



## Cross-Channel Communication

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## Products Used

- In-app Messaging**  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).

## The Results

Using MoEngage’s best moment, channel, time, and device to send communication, Audiomack optimized customer onboarding and conversion.

- 8.4% spike in play conversion rate
- 17.8% lift in sessions per customer
- 5.5% increase in retention
- 18% rise in trial to premium subscribers

## About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,350 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 customers every month. With offices in 13 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. MoEngage was recognized as a Customers’ Choice Vendor in the 2022 Gartner Peer Insights ‘Voice of the Customer’ for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage’s customer engagement platform can power your growth. [Get a demo of MoEngage today!](#)

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