

Audiomack Achieves 18% Increase in Premium Trial Conversion Rates From AI-Driven Insights



18%

increase in premium trial conversion rate

17.8%

boost in sessions per customer

audiomack

ABOUT AUDIOMACK

Launched in 2012, Audiomack is a top digital destination for music fans and creators, showcasing original content from around the globe. It is one of the most influential and powerful platforms for artists and creators today, with a 116% growth rate in active customers in the last two years. The music streaming and discovery platform empowers artists, labels, and distributors to share unlimited music while fans can discover emerging artists, songs, albums, mixtapes, playlists, podcasts, and more. Audiomack’s customers include creators, tastemakers, labels, and fans.

To learn more, visit www.audiomack.com/



mixpanel

ABOUT MIXPANEL

Mixpanel is a leading product analytics software company, currently helping the world answer 81 million product questions every year. Our pioneering event-based tracking solution gives product teams the ability to gain insights into how to best acquire, convert, and retain their users across the web and mobile platforms. To learn more, visit Mixpanel.com [Mixpanel Partner page](#)



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



Charlie Kaplan
VP, Product Audiomack





Business Need

Audiomack wanted to increase conversions and optimize the onboarding experience with personalized messages throughout the [customer journey](#). To tailor communications to each music lover, they needed access to deep insights into user preferences and interactions on the platform. Also, enable new customers to stream music from their favorite/upcoming artists. They also wanted to leverage customer preferences, behavior, and play data to personalize messaging to convert free to paid subscribers.

MoEngage + Mixpanel Solution

- Optimize onboarding and conversion using best moment, channel, time, and device to send communication.
- Personalized, one-time push notifications enabling new customers to play music on the app.
- Customized messaging via In-app and Emails for effective engagement and retention.
- Individualized recommendations to subscribers, leading to greater brand loyalty.

Products Used

-  **Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer’s journey](#).
-  **In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
-  **Merlin AI**
Optimize campaigns and drive high ROI with [Merlin AI](#).
-  **Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).

The Result

- ✓ 16.4x Growth in Songs Played by Unique Customers
- ✓ 8.4% Spike in Play Conversion Rate
- ✓ 17.8% Increase in Sessions Per Customer
- ✓ 5.5% Lift in Retention by Week 3
- ✓ 18% Rise in Premium Trial Started Conversion

Here’s how this impacts the customer experience:

Mixpanel helped Audiomack understand their customers’ behaviors and preferences, such as whether they are K-POP or Country music superfans. Then, using this information, MoEngage delivered relevant, tailored music recommendations.

With insight-led engagement, Audiomack drove up premium trial conversion rates by more than 18% while improving engagement with an equally impressive boost in sessions per customer.

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.