

How Fanory’s Celebprime Drives 30% Increase in Revenue for Creators



40%

increase in user retention rates

30%

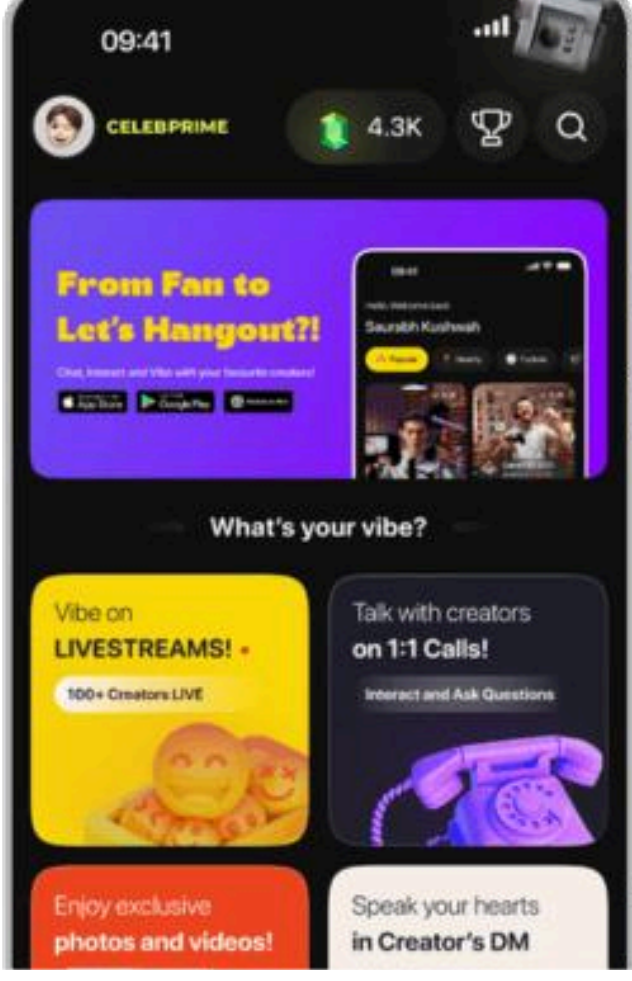
increase in revenue for creators



ABOUT CELEBPRIME BY FANORY

Celebprime, a flagship product of Fanory, is a pioneering platform in the digital realm that seamlessly connects fans with creators.

The platform serves as a dynamic hub where creators can engage authentically with their audience through personalized video messages, live streams, audio/video calls and direct messaging.



Business Challenges - Conversion, Personalization, and Monetization

Activating and Converting Users: While the brand saw a surge in app installations, converting these downloads into active users proved to be a hurdle as many didn't progress beyond the initial exploration phase.

Crafting Personalized Journeys: The initial communication strategies lacked the finesse needed to resonate with users at various engagement levels, resulting in low interaction rates.

Empowering Creator Monetization: Our creators, the heart and soul of Celebprime, faced challenges in effectively monetizing their content due to a disconnect between their offerings and audience interests.



As Celebprime continued to grow, the challenge of delivering a personalized experience to each of our users became paramount. MoEngage's custom segmentation capabilities were a game-changer for us. By allowing us to analyze user behavior intricately, MoEngage empowered us to develop targeted strategies that significantly reduced our drop-off rates and increased engagement. MoEngage didn't just meet our needs; they helped us elevate the entire experience on Celebprime.



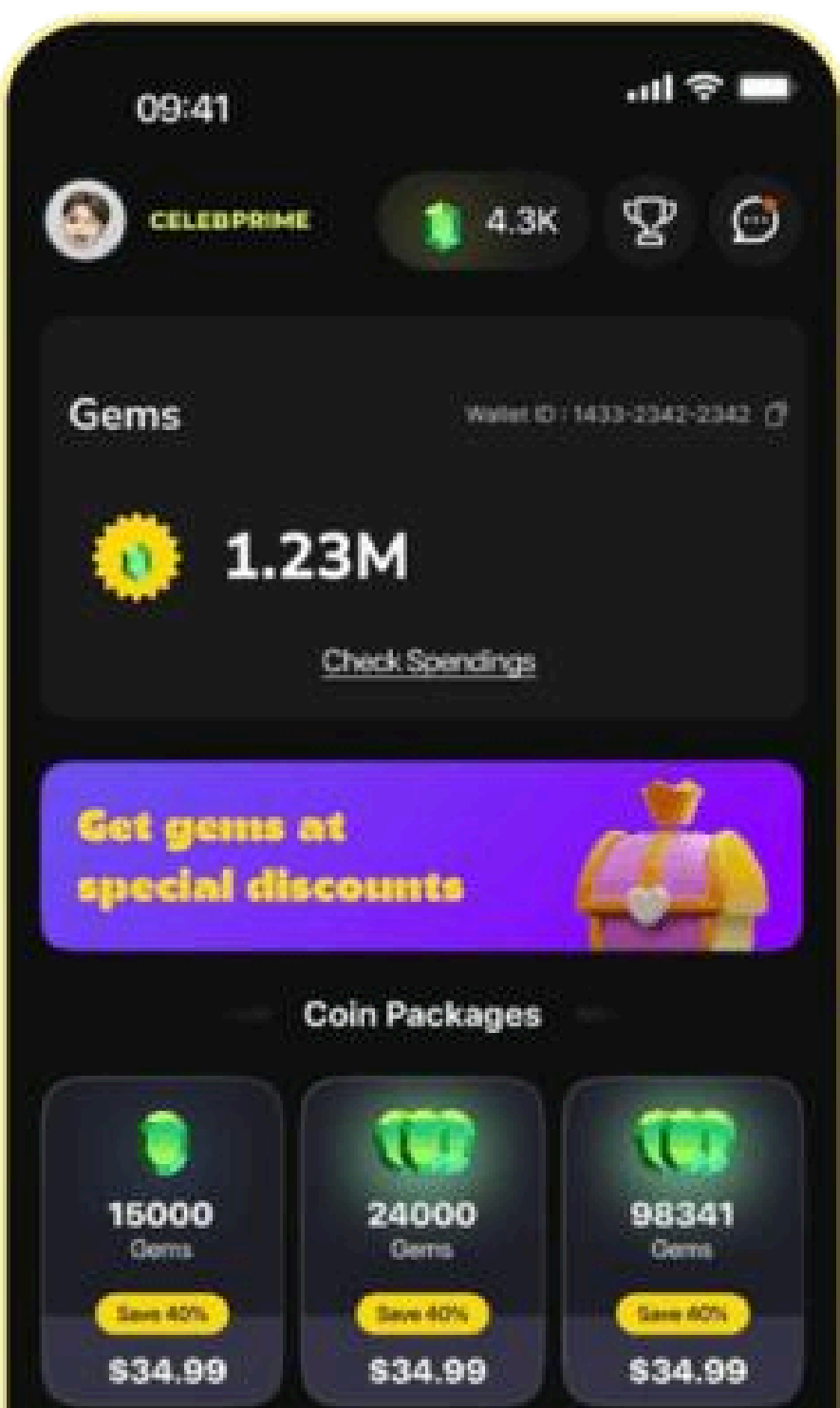
Neharika Srivastav
Product Manager

Precise Segmentation, Personalized Communication, and New Channel Addition

Precision Targeting through Segmentation: Leveraging MoEngage's segmentation capabilities, Celebprime tailored our communication strategies to specific segments and creator profiles, ensuring that each interaction felt personal. and relevant.

Dynamic Preference Capture: MoEngage's in-app messaging and data capture features allowed Celebprime to gather crucial insights into customer preferences during onboarding, enabling us to deliver content and communication that resonated deeply with each individual.

Expanding Communication Channels: In addition to push notifications and in-app messages, the brand embraced WhatsApp and email as communication channels, expanding reach and delivering personalized engagement experiences across multiple platforms.

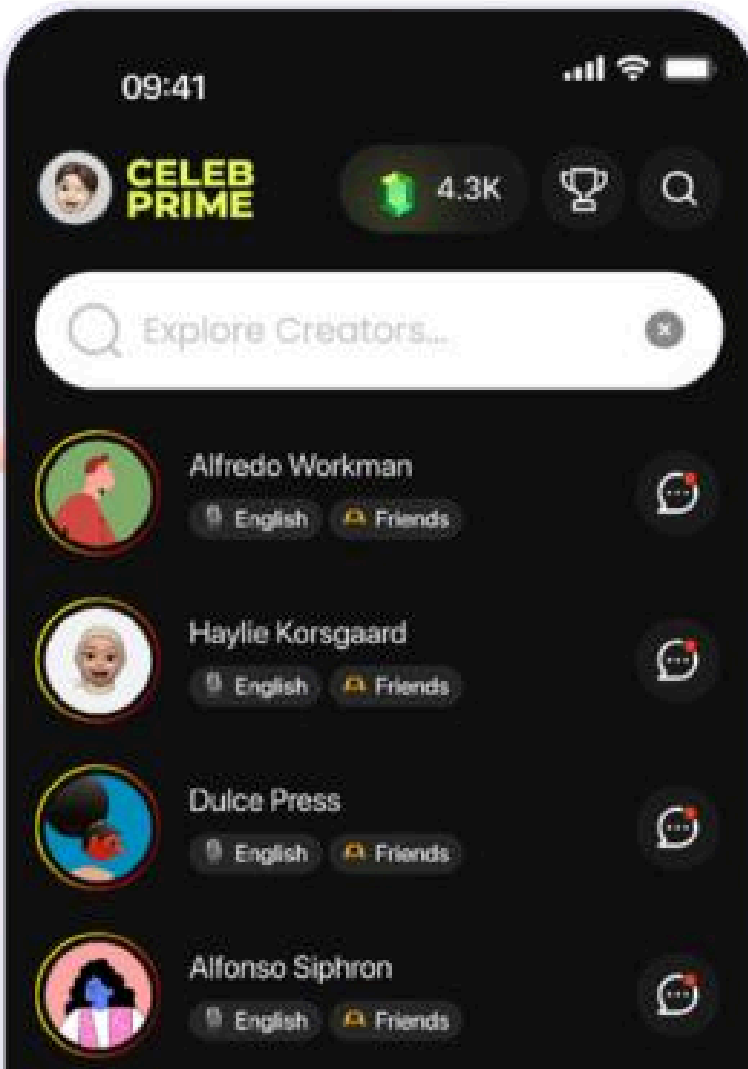


Optimized Creator Recommendations, Incentivized Conversions, and Continuous Iteration

Optimized Creator Recommendations: MoEngage's algorithms provided invaluable insights into customer behavior, enabling Celebprime to optimize content recommendations and significantly enhance revenue opportunities for our creators.

Incentivizing Conversions: Through targeted incentives such as complimentary coins and activity-based bonuses, Celebprime leveraged MoEngage's campaign management tools to incentivize conversions and drive engagement.

Continuous Iteration and Improvement: With MoEngage's robust analytics, we continuously refined our content offerings and communication strategies, ensuring that we remained aligned with the evolving preferences and behavior of the audience.



Further Growth Plan With MoEngage

Leveraging MoEngage's advanced analytics, the next phase involves identifying and reactivating dormant users through targeted campaigns and personalized messaging, reigniting their interest and bringing them back into the fold.

Products Used

- Customer Insights & Analytics**
Create omnichannel, personalized experiences using AI-powered insights and analytics.
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.
- WhatsApp**
Trigger interactive conversations with quick replies and contextual CTAs on WhatsApp.

The Result

The strategic initiatives powered by MoEngage’s engagement suite led to:

- Enhanced User Activation and Retention:** Celebprime witnessed a remarkable 40% increase in user retention rates, signaling a successful transition from casual exploration to sustained engagement.
- Improved Interaction Rates:** Interaction rates with notifications and personalized content recommendations soared by 50%, reflecting a deeper level of engagement and interest from Celebprime’s audience.
- Increased Revenue for Creators:** Thanks to enhanced audience targeting and content optimization, Celebprime saw a substantial 30% increase in revenue for our creators, empowering them to thrive on our platform.

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 Customer’s 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.