

AI-Powered Engagement: Gujarat Titans Drives 93% Screenview Surge by Unifying Data and Powering Fan Loyalty



93.89%
Uplift in App Screenviews

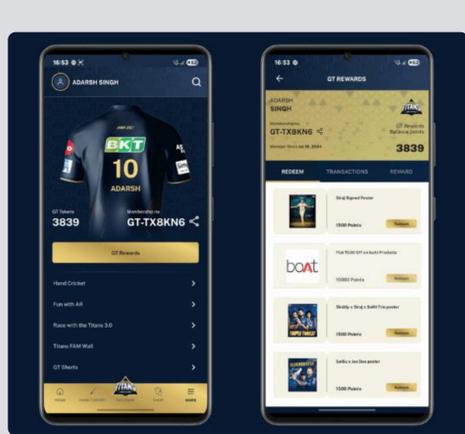
62.45%
Increase in DAUs

36.72%
Growth in Registrations



ABOUT GUJARAT TITANS

Gujarat Titans is a highly successful Indian Premier League (IPL) franchise based in Ahmedabad, Gujarat, known for winning the championship in its debut season and coming runner-up in its second season. The team commands a massive and dedicated fan base. In collaboration with its tech partners, the team operates a digital ecosystem designed to maximize fan engagement throughout the high-intensity cricket season and the off-season. This rapidly expanding digital community, now including over 3 million mobile numbers and 1 million registered users, is driven by a strategy focused on maintaining loyalty and monetization through cutting-edge digital experiences.



Scaling Engagement: The Need for Deeper Fan Loyalty

During the 2024-25 IPL season, Gujarat Titans successfully leveraged high-volume communication channels, including email, WhatsApp, and Push Notifications, to manage fan expectations regarding match previews, contests, and shop promotions. This initial approach prioritized quick delivery and volume to keep the massive fan base informed and engaged:

- Contests and giveaways
- Match previews, articles, videos and photo galleries
- Shop promotions and match-day nudges

However, to unlock the next level of growth and fully capitalize on their engaged audience, the team recognized that shifting from effective high-volume communication to hyper-personalized interactions was paramount. The immediate goal was to strategically enhance their digital ecosystem, driving deeper customer connections and significantly improving metrics such as DAUs and screen views.

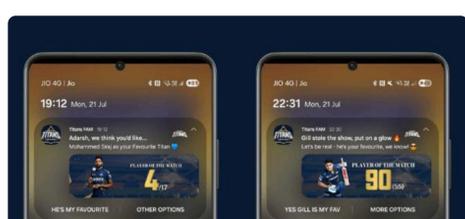


Features like Flows, Connectors, and advanced campaign targeting changed how we interact with fans during the season. Whether it's converting birthdays into highly shareable personalised videos or gamifying large festivals, MoEngage helped us achieve record participation and engagement ratios across channels through a 62% jump in DAUs and a massive 93% surge in screenviews year-over-year.

Gujarat Titans
Marketing Team

Unlocking Fan Value: The Strategic Shift to AI-Powered Personalization

Once MoEngage came onboard, the Gujarat Titans optimized their campaign volumes, unlocking enhanced personalization across their fan base. By adopting a dynamic, data-driven approach, the team now automates personalized experiences at scale — driving stronger fan loyalty, boosting app usage, and turning rich customer data into measurable engagement and retention gains.



The Blueprint for Full-Funnel Automation and Fan Loyalty

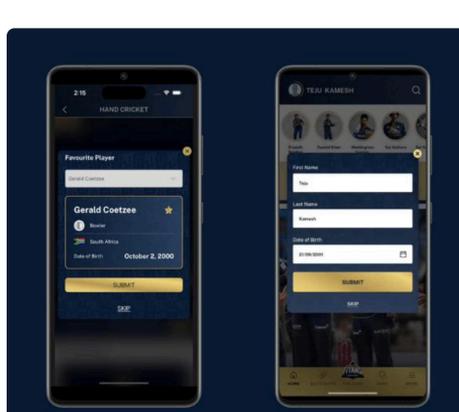
By adopting the MoEngage platform, Gujarat Titans established a robust Customer Data and Engagement Platform (CDEP). This enabled them to retire static, generic methods and deploy a full-funnel strategy built on intelligent, event-triggered automation and advanced personalization.

Acquisition and Foundational Data

The initial strategy focused from onboarding to unification ensuring every new user was onboarded correctly and that crucial fan preference data was instantly available for personalization:

New User Journeys via Flows: Automated onboarding flows were immediately introduced for both guest and registered users to drive initial engagement and prompt data enrichment.

Data Unification with Connectors: A custom Connector was built to sync high-value fan data, such as a user's "Favourite Titan," between the MoEngage platform and the internal database in real-time. This provided a single source of truth for dynamic targeting across all future campaigns.



Hyper-Personalized Omnichannel Engagement

Once foundational data was in place, MoEngage Flows were utilized to orchestrate rich, real-time, omnichannel engagement based on user behavior and preference:

Gamification for Profile Enrichment: The team deployed highly engaging, custom In-App Pop-ups to turn festive moments into data collection opportunities. Interactive games (e.g., Uttarayan "Tap-a-Kite" - 46.5% participation rate) were used to collect GT Reward Points and record them as custom user attributes.

Commerce Re-Engagement: Flows were instantly triggered for the GT Shop to send personalized abandoned cart reminders, directly converting engagement into commerce revenue.

Channel Optimization: The omnichannel campaign mix was refined, incorporating WhatsApp for high-intent communications, enhancing push notifications with one-tap actions and targeting based on favourite player, and optimizing email campaigns to achieve consistent open rates of ~50% across large send volumes.



Loyalty and the AI-Powered Future

The final stage focused on achieving emotional resonance and setting the groundwork for AI-driven fan loyalty:

Birthday Attribute Enrichment: This refined, automated flow deployed to offer a highly personalized wish from a "Favourite Titan" in exchange for the user's birthday info. This successfully converted non-monetary value into data, achieving an impressive 63% conversion rate on attribute updates.

Pioneering AI-Generated Video: This enriched data now powers future AI campaigns featuring AI-generated video messages delivered automatically on the user's birthday. These videos deliver a personal touch by featuring the Gujarat Titans players. Each video is further customized with the user's first name and their Favourite Titans' Player, creating truly bespoke engagement at scale and setting a new industry benchmark for emotional loyalty.



Products Used

- Custom Segments**
Create easy-to-use cohorts based on behavioral, funnel, and RFM analysis.
- 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.
- Merlin AI**
Optimize campaigns and drive high ROI with Merlin AI.
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.

Results

By shifting to an automation-first, data-led engagement strategy, Gujarat Titans achieved significant year-over-year growth across key funnel metrics, demonstrating the direct business impact of their personalized approach.

- ✓ **App Screenviews:** 93.89% growth in fan content consumption and in-app activity.
- ✓ **Average DAU:** 62.45% uplift of personalization and contextual messaging in driving habitual, daily platform usage.
- ✓ **Registrations:** 36.72% increase in conversion by successfully turning active guests into registered users.
- ✓ **Email Performance:** Excellent channel performance with ~50% open rates even with scaling campaigns to a base of over 100K.
- ✓ **Push Volume:** Scaled communication volume 3.5X to effectively reach the rapidly growing user base.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, Domino's, The Indian Express, Nestle, OYO, Akasa Air, NDTV and more.

Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing the time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

To learn more, visit www.moengage.com.

About Sportz Interactive

Sportz Interactive is sport first solution company help sports organizations supercharge fan engagement with cutting-edge tech, rich content, and data-driven strategy - built on two decades of global expertise and a culture wired for sport.