moengage

MEDIA & ENTERTAINMENT | RETENTION

Publishers Clearing House Re-engages 30k Dormant App Users With MoEngage Predictions

58%
Boost in Average In-apps CTR

23%
Increase in Daily Active Users

PCH
Publishers
Clearing
House

ABOUT PUBLISHERS CLEARING HOUSE

Publishers Clearing House is a free-to-play, chance-to-win digital entertainment site with a wide portfolio of gaming apps, and a fully logged-in audience with millions of registered users. Over the last 70 years, PCH has transformed into a digital-first, omnichannel marketing powerhouse with engagement rates twice the industry average due to their loyal user base. Best known for their oversize checks awarding life changing winnings, they have indexed as a top-ranked, multi-category media property.
Learn more at: media.pch.com

"

Our collaboration with MoEngage helped us hit our highest in-app DAU count during our Superprize Sweepstakes! We created personalized flows based on our tiers of customers to enhance engagement and messaging that speaks uniquely to each and every one of our consumers!

Eve Fish
AVP of Marketing, Publishers Clearing House

The Challenge

Publishers Clearing House is a free-to-play, chance-to-win digital entertainment site with a wide portfolio of gaming apps such as PCH Wordmania, PCH Lotto, PCH+, PCH Slots and Treasure Match that was looking for a cohesive customer engagement solution. They needed a partner to help boost their major KPIs such as retention, new users, conversions and CTR while streamlining everything all in one platform.They were also looking to re-engage dormant users and predict their likelihood to return to the apps, especially during Superprize season!

The Solution

PCH enabled MoEngage's prediction capabilities to reactivate over 30,000 dormant/inactive PCH+ app users, averaging 3.93% overall conversion rate.

They utilized A/B testing on MoEngage which allowed them to optimize the correct incentive to drive app engagement each day. They tested personalization, emojis, tokens, Superprize entries and weekly grand prize entries through push and in-app messaging.

During their Superprize Contest, PCH activated MoEngage segmentation, in-app pop-ups and push messaging based on their user's loyalty status, offering them different entries which boosted DAU's by 23% and allowed PCH to identify the user's status which has proven to raise CTRs.

Products Used

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.

Segmentation
Personalize experiences by creating nuanced segments based on behavior and action.

The Result

As a result of using various MoEngage features, Publishers Clearing House was able to achieve the following:

☑ 30,000 dormant customers re-activated, leading to a 3.93% overall conversion rate

☑ 58% increase in average in-apps CTR

☑ 23% increase in DAUs during their flagship 'Superprize' Contest

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.