

How POPS Worldwide Increased Product Stickiness by 19% via Personalized Content Recommendations



18.92%

increase in DAU:MAU ratio

46%

increase in video content consumption

POPS

ABOUT POPS WORLDWIDE

POPS Worldwide is Southeast Asia’s leading digital entertainment powerhouse. This digital-first, consumer-obsessed, and data-driven enterprise has a track record of over 14 years of innovation, 213 billion lifetime views, and more than 427 million subscribers.

Founded in 2007, POPS works with top brands and creators globally, bringing meaningful digital content to its fans in Southeast Asia, connecting brands and creators with end-users at scale.

POPS curates and offers a diverse library of digital-first content including music, comics, video entertainment, and edutainment for different age groups and demographics, with a primary focus on children, Gen Z, and Millennials across Southeast Asia. POPS also provides a unique entertainment experience to its subscribers through concerts, events, shows, festivals, and more.



The Challenge

As with every other OTT streaming platform, maintaining a high DAU:MAU ratio is a top priority for the Marketing team at POPS Worldwide. A high DAU:MAU ratio indicates high product stickiness and customer retention, directly increasing the overall revenue (LTV).



We’ve taken several steps to ensure we maintain consistent growth in our DAU:MAU ratio, and MoEngage has played an important role in making each step possible. Thanks to their insights-led engagement platform, we are able to ensure our customers discover content they will love on the POPS platform.



Lộc Đỗ Hoàng
Senior Marketing Manager - Growth



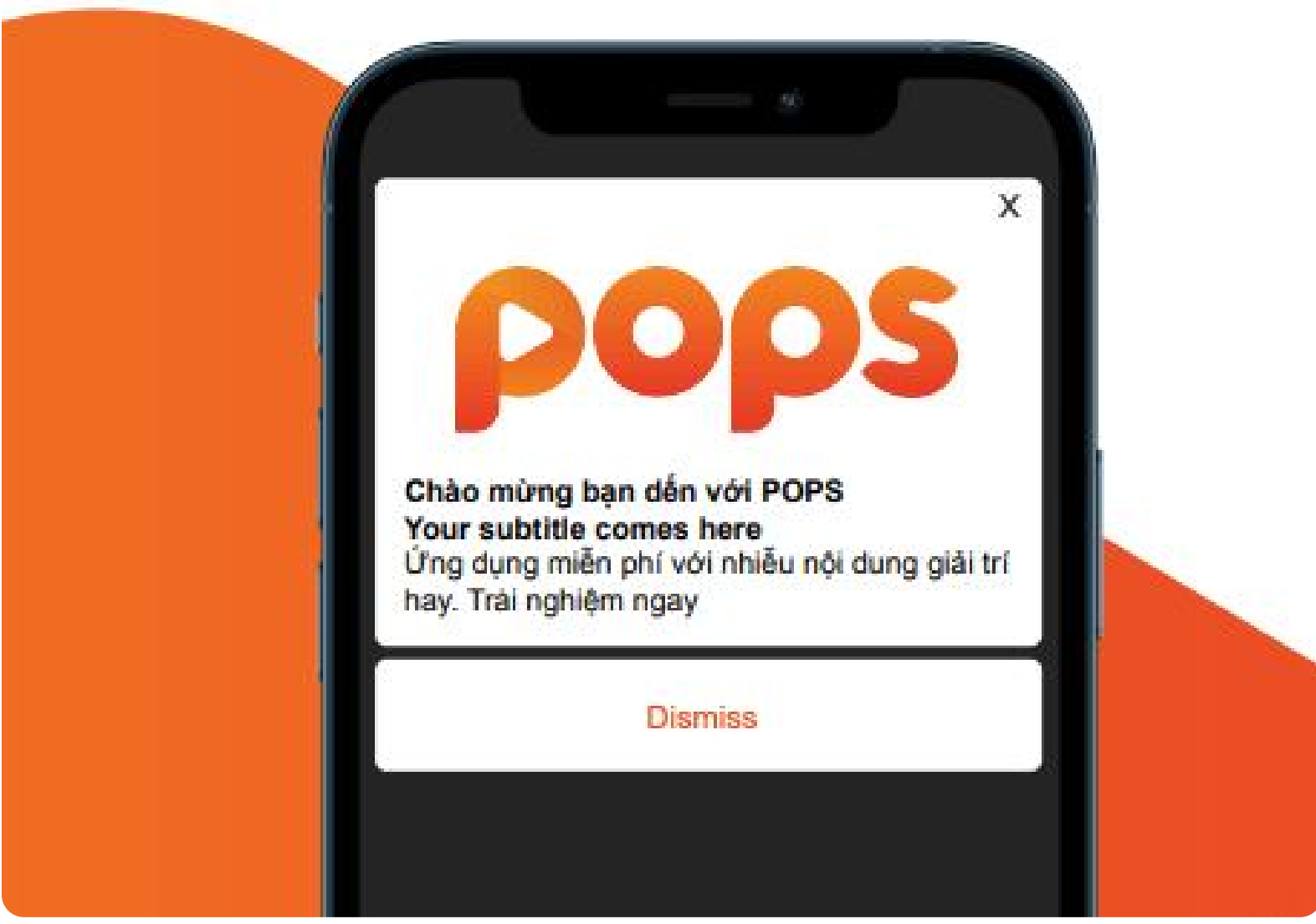
Customer centricity is at the core of our values at POPS and it is refreshing to see MoEngage share the same values. MoEngage has proven to be a trusted partner in enabling us to provide value to our customers and increase our product stickiness significantly month-on-month.



Trang Ly
Vice President of Marketing

The Solution

The POPS Marketing team created campaigns on social media to encourage binge-watching on the POPS website and mobile app. These campaigns incentivized the customers of POPS to consume specific content on their platform (either listen to a music playlist, watch a movie or TV show, or read a comic issue) by sending them in-app rewards. The team then categorized customers who completed these challenges into one segment and sent them in-app messages announcing rewards using MoEngage.



Capturing Content Preferences While Onboarding New Customers

Creating segments based on content affinity is key to sending personalized content recommendations. POPS decided to ask their new customers what type of content they’d like to consume on the POPS platform during their onboarding, i.e. as soon as they install the mobile app and create an account. The Marketing team used emails and mobile in-app messages to capture their customers’ preferences. All these campaigns are a part of their onboarding journey.

Products Used

- MoEngage Analytics**
Create omnichannel, personalized experiences using [AI-powered analytics](#).
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).

The Result

The POPS Marketing team created social media campaigns to encourage binge-watching on the POPS website and app. They then categorized customers who completed campaign challenges into one segment and sent them in-app messages announcing rewards using MoEngage.

- 47% increase in DAU and 64% increase in MAU
- 46% increase in conversions
- 18.92% increase in DAU:MAU ratio
- Upto 80% push notification delivery

The team also created an onboarding journey to test what content new customers liked to consume once they install the app. They sent a welcome message via a push notification as soon as the customer signs up followed by multiple push notifications, each with a different content genre over a set period.

For the POPS team, a key aspect of personalized content recommendations is customer reachability. So, they used MoEngage’s Push Amplification™ Plus to maximize push notification delivery for customers using Android devices. Because of this, POPS witnessed an 80% surge in push notification delivery rates.

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.