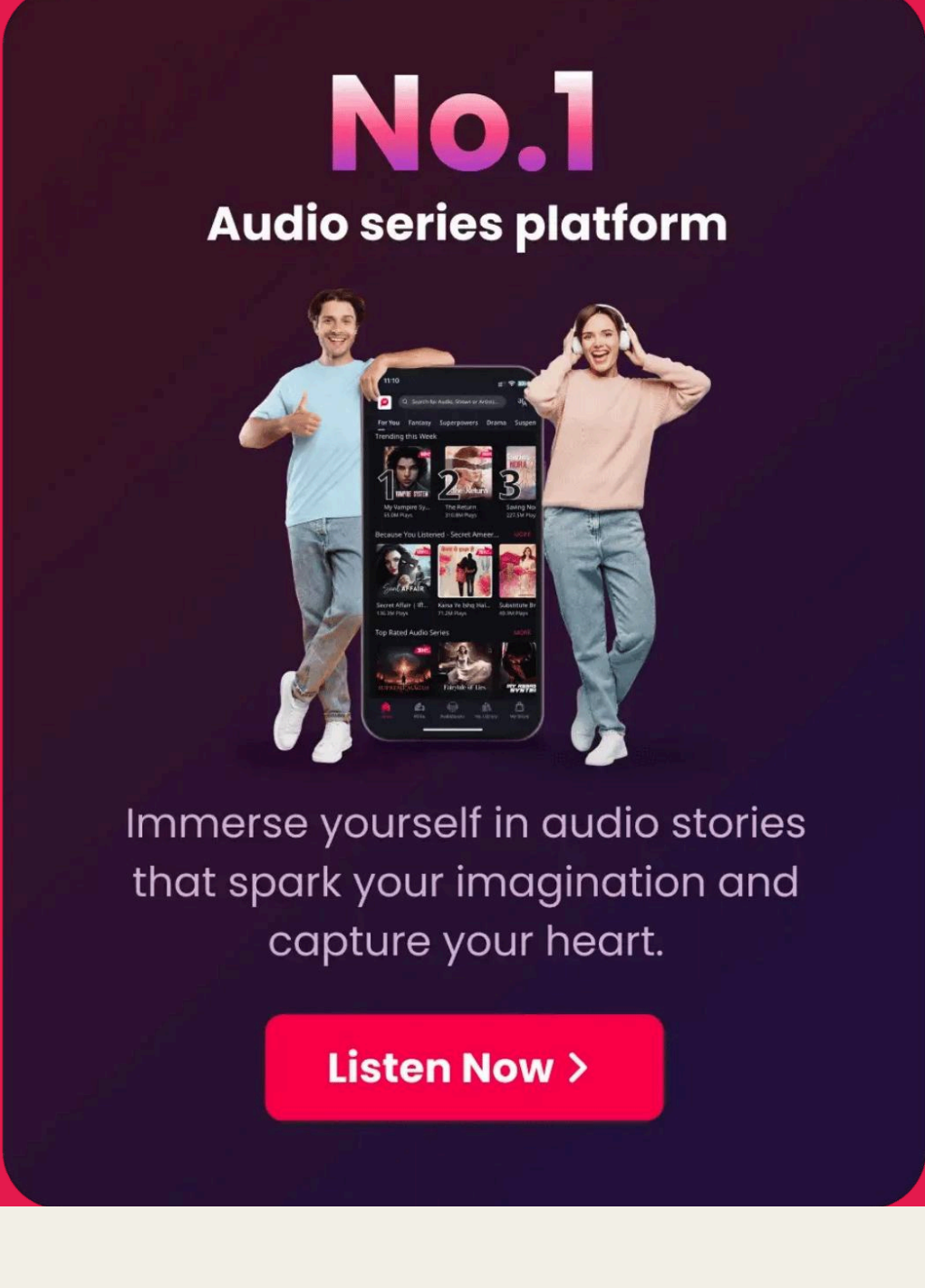


# Pocket FM Achieves 3X User Growth Through Personalized Engagement with MoEngage



3X+

Uplift in MTUs

85%

Consistent Push Delivery Rates

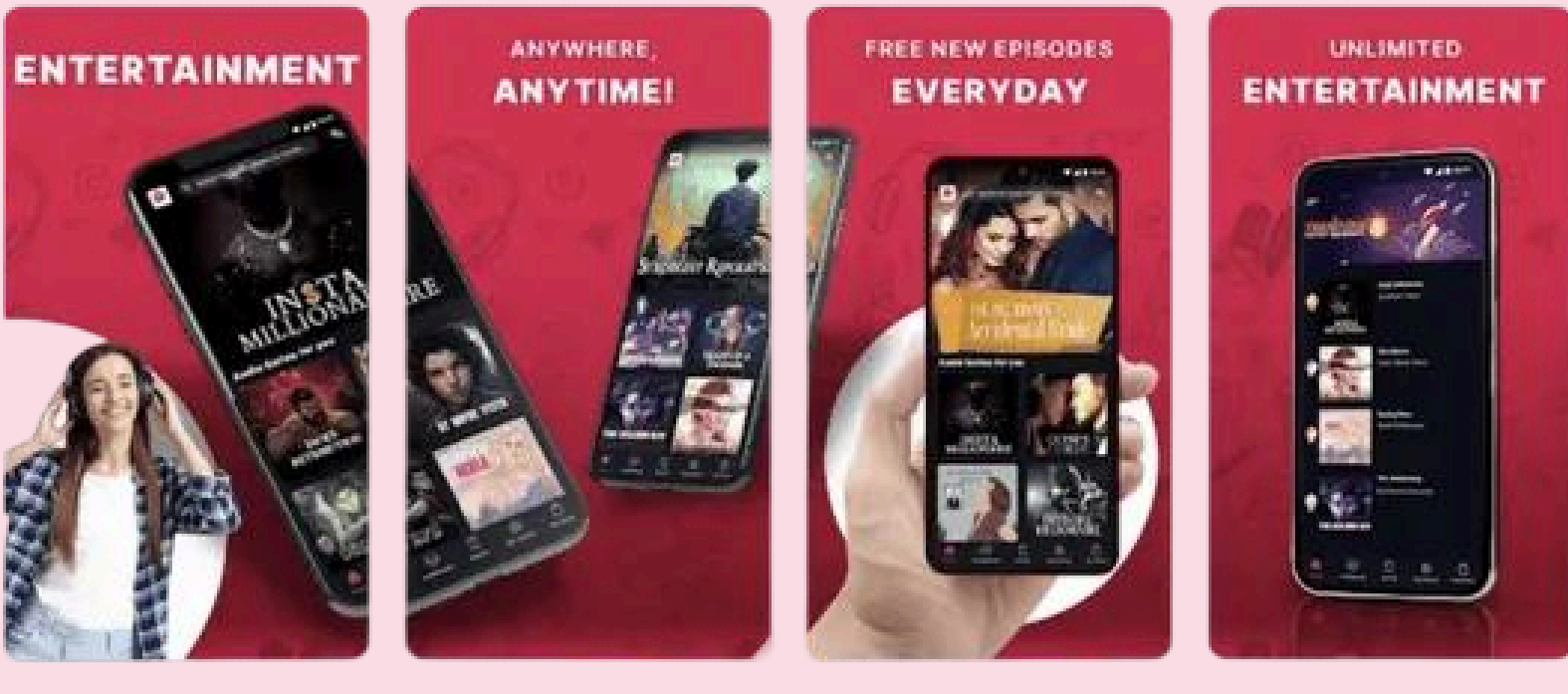
20%

Increase in CTR



## ABOUT POCKET FM

Pocket FM is a leading audio entertainment platform that has rapidly expanded its offerings. Beyond its core audio series, the brand now encompasses Pocket Novel (e-novels), Pocket Toons (comics), and Pocket TV (video content).



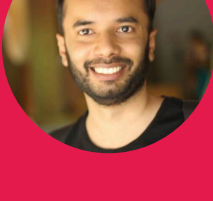
## Business Challenge

As Pocket FM experienced explosive growth and diversified its offerings, the brand proactively sought to enhance its customer engagement. To sustain rapid expansion and deliver exceptional user experiences, the brand aimed to elevate scalability across multiple business units and deepen personalization for millions of users. Furthermore, they wanted to expand their omnichannel communication strategy and optimize operational efficiency for campaign execution.

Achieving these ambitious goals required a powerful, intelligent, and scalable Martech platform—that's where MoEngage came into the picture.



MoEngage has been an indispensable partner in our journey of explosive growth and diversification. Their platform's scalability and agility allowed us to not only expand from one to four business units but also to handle a massive increase in our user base from 7 million to 25 million MAUs. The ability to seamlessly personalize content and engage users across multiple channels has been crucial in maintaining our exceptional engagement rates and driving conversions.



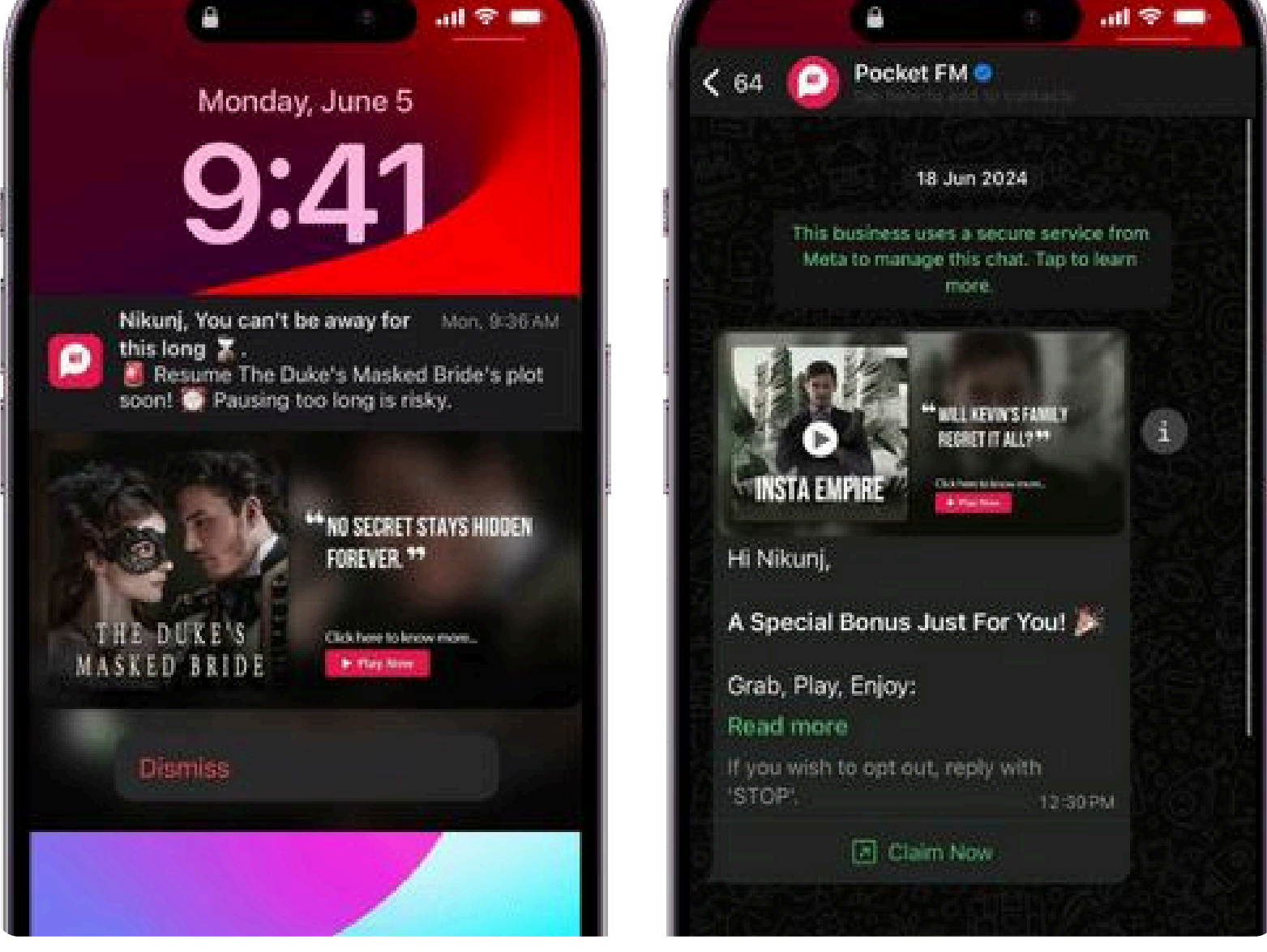
**Chetan Singh Lodhi**  
Performance Marketing Manager

## MoEngage Solution

Pocket FM partnered with MoEngage to leverage its robust data integration and engagement capabilities to supercharge its customer engagement. This enduring collaboration has been instrumental in the brand's journey, enabling remarkable results and highlighting the effectiveness of an agile Customer Data and Engagement Platform.

Here's how Pocket FM effectively utilized MoEngage to address its business objectives:

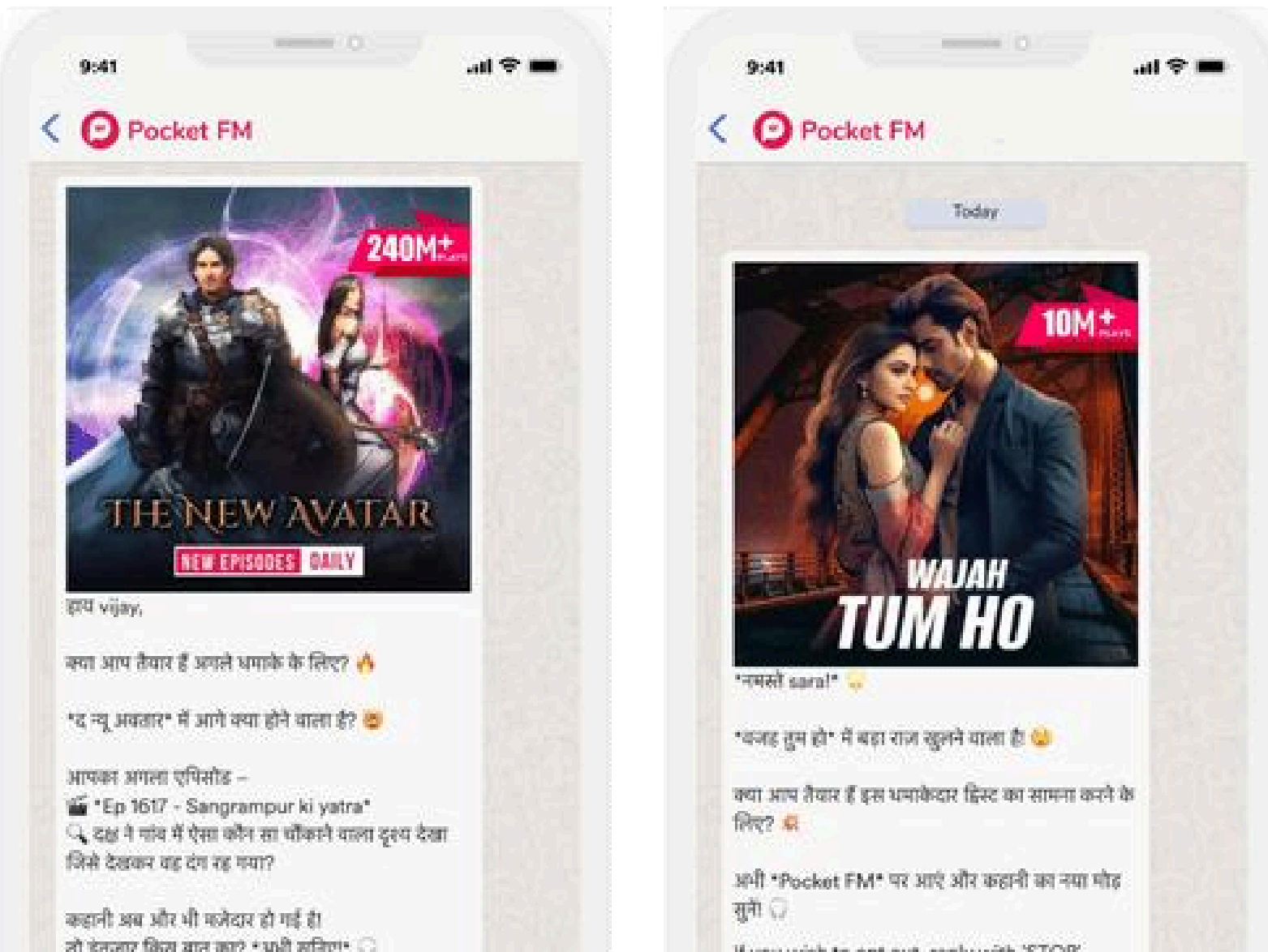
- Strategic Channel Expansion:** Pocket FM initially relied on a single engagement channel (e.g., Push Notifications). With MoEngage, the brand has strategically expanded its communication arsenal to include Push Notifications, Email, WhatsApp, and In-App messages. They are also actively integrating SMS and RCS, moving towards a truly comprehensive omnichannel engagement strategy.
- Scaling Across Multiple Business Units:** Pocket FM utilized MoEngage to seamlessly manage customer engagement for not just its flagship audio platform, but also for its rapidly growing sister brands: Pocket Novel, Pocket TV, and Pocket Toons. This consolidation means that customer engagement for four distinct business units is now efficiently handled via MoEngage, managing massive volumes of user interactions.



- Hyper-Personalization with DPM:** Pocket FM used MoEngage's Dynamic Product Messaging (DPM) extensively to deliver highly relevant content recommendations. By analyzing user viewing and listening history (based on content types and even languages like Tamil, Hindi, Telugu, etc.) through MoEngage, Pocket FM would send targeted notifications. This included timely alerts for subsequent episodes of shows users have started, along with cliffhangers for the next episodes, significantly enhancing content discovery and retention.
- Robust Data Integration and Analytics:** MoEngage seamlessly integrates with Pocket FM's internal analytics systems, with data transferred every 15 minutes. This continuous flow of customer data provides a unified view, enabling smarter segmentation and the creation of more impactful and personalized campaigns.
- Maintaining Exceptional Delivery Rates:** Pocket FM has a massive and rapidly expanding user base. With MoEngage, they consistently achieve an 85% delivery rate for push notifications, surpassing industry benchmarks. This achievement ensured critical messages reliably reach their audience.

## Impact of Partnering with MoEngage

- Massive User Base Growth:** Pocket FM successfully scaled its MTUs from 7-8 million to an impressive 24-25 million, demonstrating MoEngage's capacity to handle hyper-growth and high volumes of engagement with consistent performance.
- Enhanced Personalization & Engagement:** Through advanced segmentation and MoEngage DPM, Pocket FM significantly improved content relevance, leading to higher user engagement and increased app stickiness across its diverse content verticals.
- Boosted Clickthrough Rates:** Personalized content recommendations and targeted campaigns have resulted in tangible improvements in clickthrough rates, including a notable **20% increase** in CTRs for multiple regional language users in India.
- Superior Campaign Efficiency:** The adoption of MoEngage drastically improved operational efficiency, reducing campaign launch times from days to mere minutes. This agility allows Pocket FM to respond swiftly to market trends and user behavior.
- Industry-Leading Deliverability:** Maintaining an exceptional **85% delivery rate** for push notifications ensures that critical communications, such as episode alerts and new content recommendations, consistently reach users, reinforcing positive user experiences and 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.
- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your customer's journey.
- Push Notification**  
Reach customers at the right time using AI-powered, targeted, push notifications.

## The Result

- Using MoEngage, Pocket FM was able to:
- ✓ Clock **3X+ Growth** in MTUs (from 7-8M to 24-25M)
  - ✓ Achieve **85% Consistent Push Notification Delivery Rate**
  - ✓ Increase CTRs by **20%**
  - ✓ Reduce Campaign Launch Time from days to **minutes**
  - ✓ Expand from **1 to 4 Business Units**- All managed on MoEngage

## 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](http://www.moengage.com).