Gaana boosts premium subscriptions and drives app engagement with MoEngage

gaana

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120%
Uplift in *Gaana+* 'premium subscriptions'

10%
Daily Active Users driven through MoEngage Push Notifications

2/3
Users who engage with push notifications, play a song on the app.

About Gaana

Gaana is a leading online music streaming service used by over 50 million active users across the globe. As per the recent Mary Meeker report, Gaana is the leading music streaming service in India and has witnessed a 3X increase in music streaming for the year 2016 - 17.

Objectives

- Drive newly acquired users to subscribe for the *Gaana+* premium account, through lifecycle push campaigns.

- Deliver a personalized music streaming experience to users- based on their music preference.

- Keep bringing users back to the app, to listen to their favourite music based on their choice.
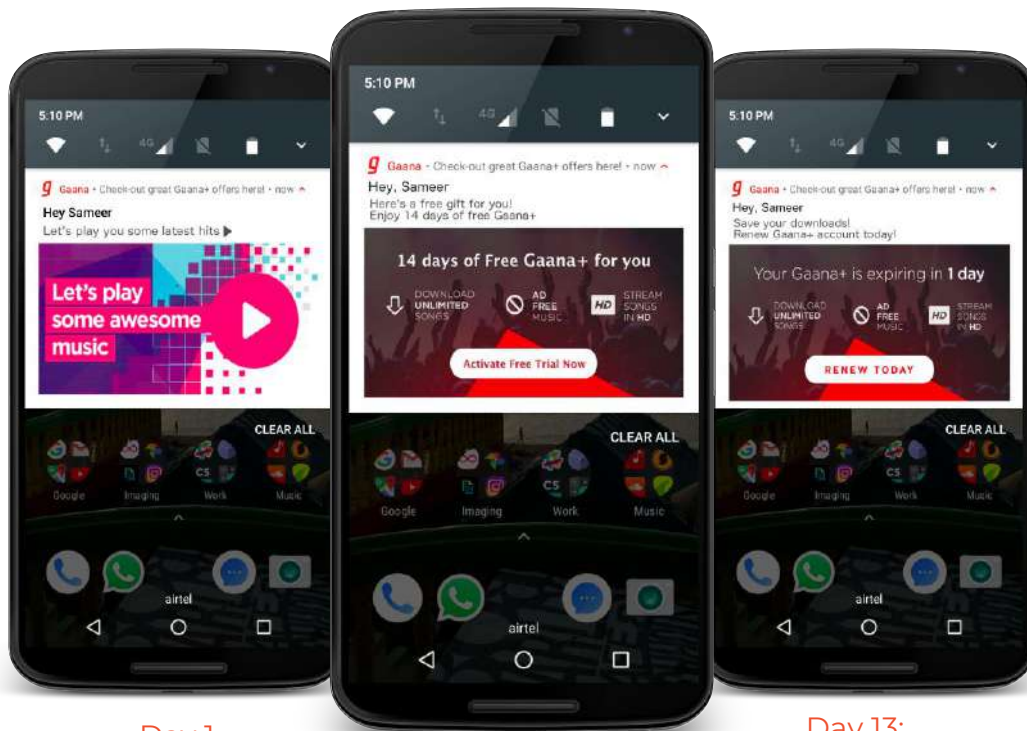
"MoEngage's advanced segmentation and personalized engagement channels have helped us deliver an unparalleled listening experience to our users. MoEngage push notifications help us achieve up to 120% uplift in subscriptions for premium account drive up to 10% DAU (Daily Active Users) on the app."

— Nachiketa Arya, Product Manager for Engagement, Gaana

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Day 1
Play a song

Day 2:
Trial Gaana
+

Day 13:
Renew Gaana
+

Increase premium subscriptions with lifecycle campaigns

Welcoming new users on the app, Gaana created lifecycle campaigns, which encouraged users to activate the 14 days free trial to *Gaana+* premium account. Gaana also followed up with these users through automated campaigns, that remind users of the benefits of a premium account as they neared the free trial expiry date. Gaana observed a **120%** uplift in 'premium subscriptions' with MoEngage notifications.
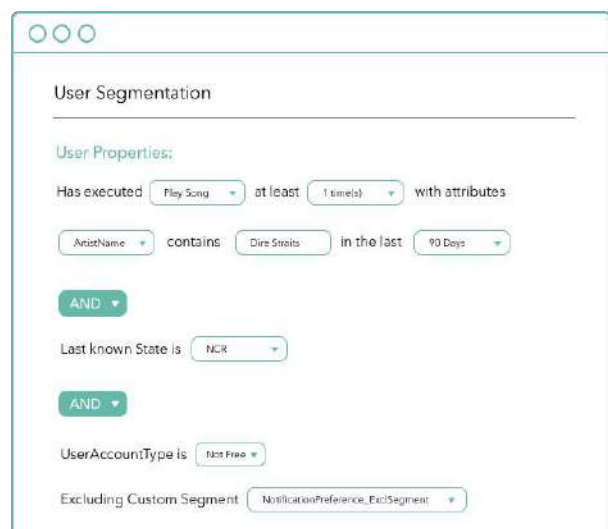
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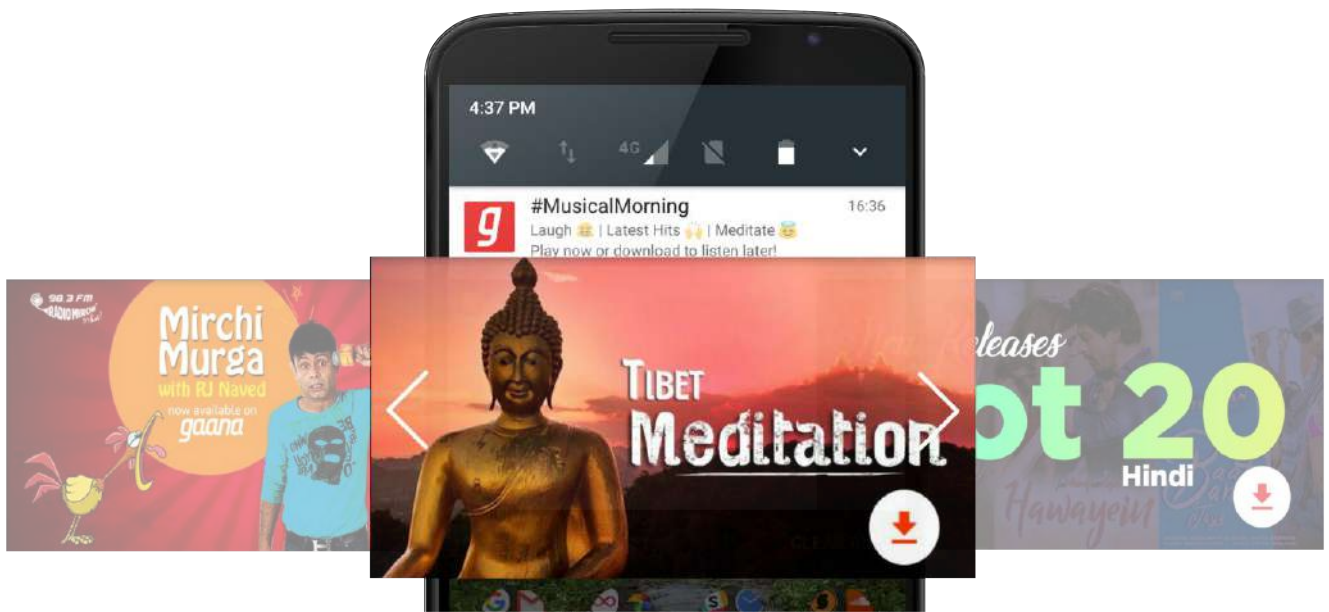
Deliver personalization at scale

Music is a highly personal choice. To deliver personalized music to its user base of 50 million users, Gaana leveraged MoEngage's industry-leading segmentation platform.

Gaana created 'user segments' based on personal music preference like 'language', 'region', 'play history' and such.

Engagement campaigns were created and deployed on these segments, thereby delivering large-scale personalization.

User attribute and preference based segmentation with MoEngage

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Rich personalized carousel notifications

Gaana was looking for ways to reach its app users, with the latest music or a collection. MoEngage carousel push notifications bearing personalization and rich content features, served as a perfect channel to accomplish this. On an average, **10%** of the DAU (Daily Active Users) on the Gaana app are driven through MoEngage push notifications.

Getting users hooked to streaming songs

A consistent number of music streams is perceived as a healthy sign for Gaana. To achieve this, Gaana leveraged MoEngage's superior segmentation and rich push notifications to reach out to users with music content of their (users) choice. It was observed, that **2 out of 3** users who engage with push notifications, play a song on the app.

Thus, Gaana drove users to stream more music and more frequently on the app with MoEngage Push Notifications.

10% Daily Active Users driven via MoEngage push notifications

About MoEngage

MoEngage enables mobile apps and websites to deliver 1:1 personalized interaction via push notifications, in-app recommendations, email, web-push, and other retargeting channels. Our platform is hosted on the AWS Cloud and operates at a tremendous scale, processing over 35 billion events and delivering over 15 billion interactions every month. Today marketers in 35+ countries including Fortune 500 brands across U.S., Europe and Asia like Samsung, Deutsche Telekom, Hearst, Vodafone, Travelodge, and Aditya Birla Group use MoEngage to drive conversions and user retention.

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