



How ALTBalaji Increased their User Retention Rate by 30%

Company Profile: ALTBalaji is a Subscription-based Video-On-Demand (SVOD) platform and is a fully owned subsidiary of Balaji Telefilms Ltd. They are one of India's leading Over-The-Top (OTT) media players with over 100 hours of original content belonging to a wide variety of content categories.

The Objective

Fuelled by access to better tech and the proliferation of 4G mobile data, consumer behavior is evolving. Consumers want video-on-demand on their smartphones, personalized to their tastes and preferences, devoid of advertisements with full control over the multimedia experience. According to KPMG, there are currently 200 million online video viewers which will double in the next 2 years. The opportunity is ripe for OTT Media to shine.

ALTBalaji realized the high-intensity impact of content consumption early on. For this, they enlisted the help of WebEngage's Marketing Automation platform to create intelligent User Journey campaigns.

The Solution

In order to drive User Retention, ALTBalaji had to ensure that users who landed on their platform or downloaded their mobile app are exposed to their the video content. This helps in creating a need in the user to consume more content from there on.

Key Result

By leveraging contextual nudges via Push Notification and Emails, ALTBalaji managed to increase user engagement intelligently and drive more users into playing video content on the platform

 **30%** Upliftment in User Retention

“ We at ALTBalaji take marketing tech stack seriously and continue to invest in the same. The WebEngage team has been proactively working with us on automating user journey and the results are astounding! Real-time triggers and messages have proven to increase key KPIs to as high as 75% in some cases. Hand Holding the user has resulted in happy and retained customer thereby directly impacting LTV. ”



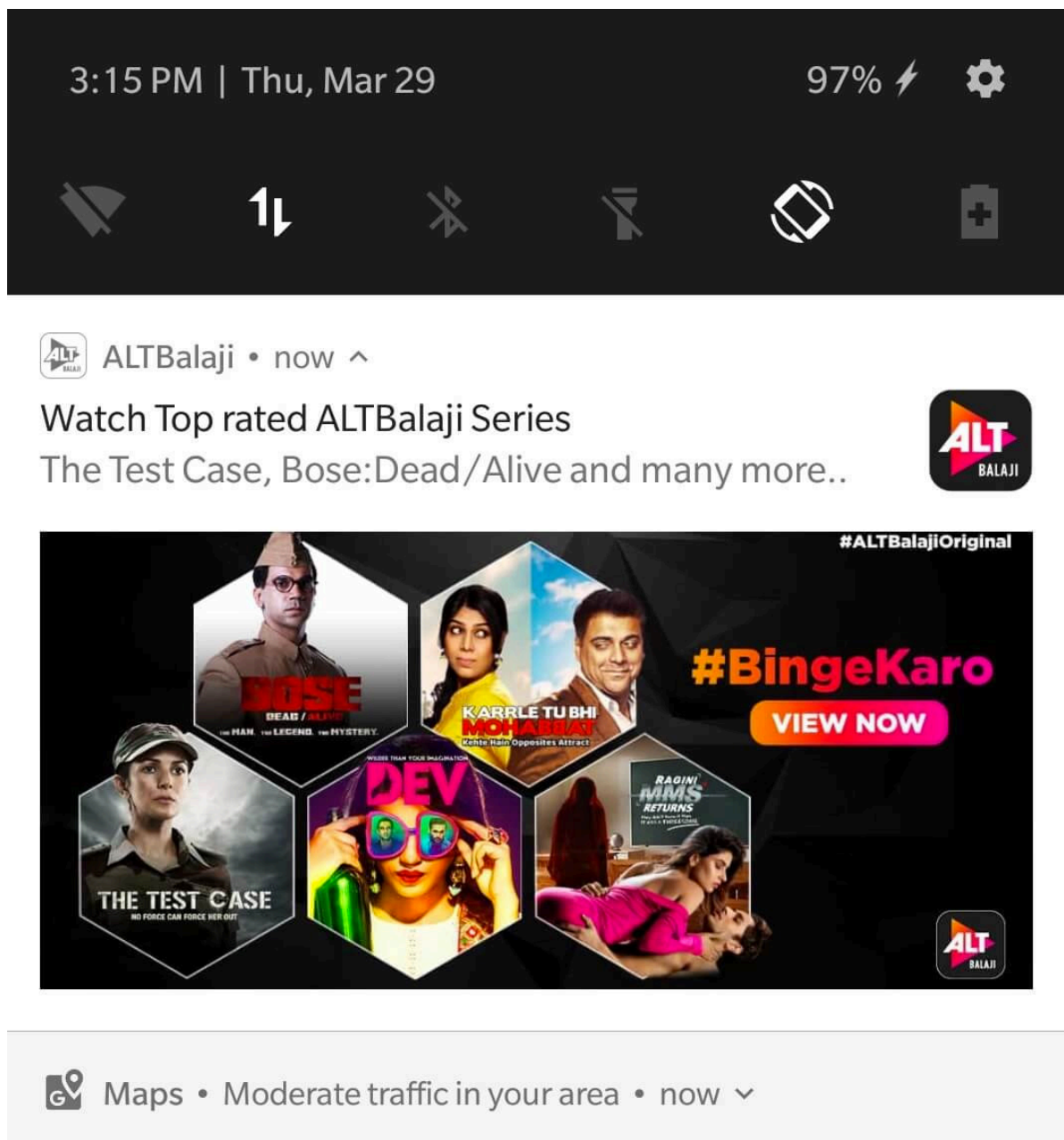
Manav Sethi,
CMO
ALTBalaji

Hence a journey was created that gets triggered when a user either :

- **Installs the App**
- **Upgrades the App**

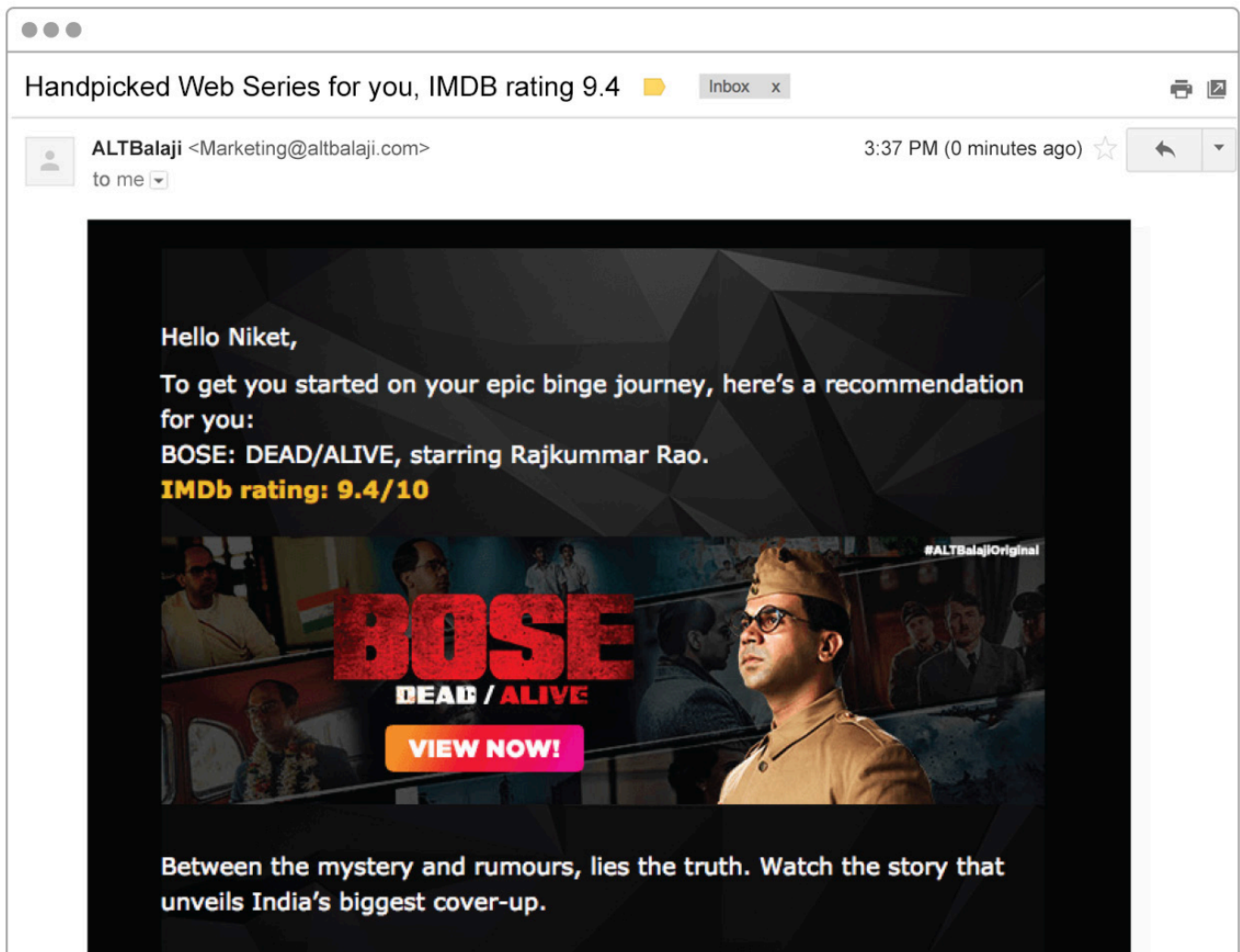
A relevant gestation period was allotted to both the events, during which the system

checks if the user has viewed any content on the app. If the user doesn't perform the video play event in the stipulated time, then the system checks user's availability on the push channel and triggers the following push message:



If that fails, then the system waits for 1 day and performs a check for email availability.

On success, an email is sent to the users that looks like this:



Users would want to stay on the platform for longer and keep coming back in the long run to consume more video content.

The Result

One month into running the Journey, the results started flowing in and retention numbers started climbing up. The contextual, timely nudges not only increased the possibility of user engagement but added more value to the user experience by creating a relevant, guided flow for users.

To understand the effect on day-wise

retention numbers, we studied the following cohort -

Users who did

- First event = App Install
- Return Event = Played Video Content



D1 Retention



D7 Retention



Total video views

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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