



How esports company Zengaming increased its Day 1 retention rate by 26%

Zengaming is a LinkedIn equivalent for professional gamers. It supports esports games- CS, Dota and League of Legends, on its platform and needs gamers to compete with others and build a profile. This aids pro teams and esports businesses to hire players on the basis of their Zengaming's profile. Based out of Israel, the company recently raised \$2.8 million in funding.

The Objective

Given the cost & effort required to get people to download your app, Day 1 retention is a critical metric. ([Via](#)). The players who would join Zengaming are already acquainted and most likely addicted to these games so onboarding isn't really a challenge. The challenge is to convince gamers to play on the Zengaming platform and build their profile. With mobile apps, losing around 80% of DAU within the first three days is considered normal ([source](#)).

Although, Zengaming is a web-based product, yet one can safely assume that first day is critical for them too, which is why they built this journey. Onwards, we will decode the engagement strategy that the folks at Zengaming employed to improve their retention on D1.

The Solution

Here is the journey, Zengaming ran to engage users on the first day.

Key Result

As a result of PrettySecret's effective strategy and with help of the [WebEngage Journey Designer](#)

Zengaming's D-1 retention increased from

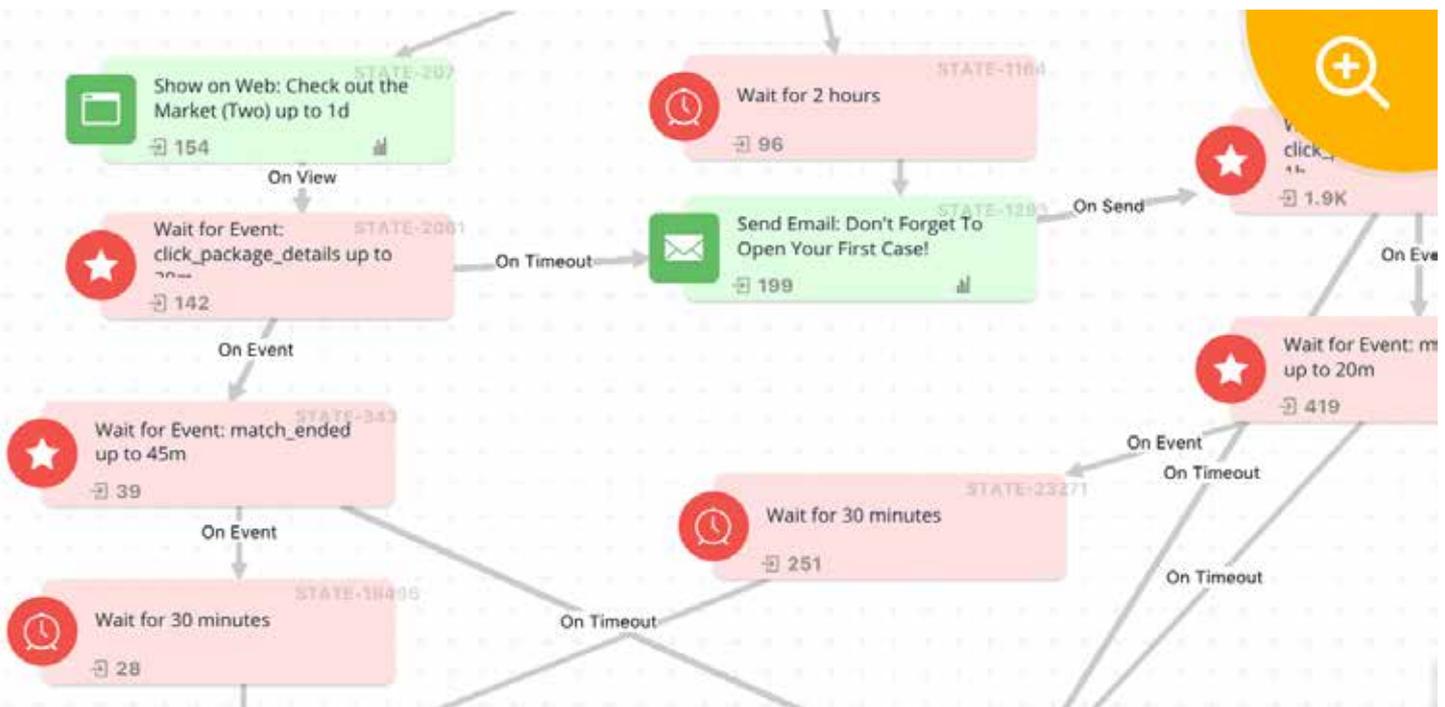


77.3% to 97.1%

which is nearly 26% uplift.

WHY WebEngage?

- Fast and easy integration
- Powerful Journeys for contextual engagement
- Automated, multi-channel workflows
- Flexible event tracking
- Deep Segmentation tool



Engagement channels employed in the journey:

- Email
- Onsite notification

Zengaming is a web-based product, so the choice of the above two channels is only natural.

Now, when you do retention you typically find the key element that you think would encourage users to increase the product

usage. In case of Zengaming, that element is 'cases'.

For those who are not gamers, cases are essentially the weapons, or rewards that can be unlocked by players with their Zencoins. Zencoins, on the other hand, are basically the reward points- the product of engagement. As in, higher the engagement (in this context the number of matches you play), more the Zencoins you accumulate. Which is why, at various points, the journey is first pushing users to check the cases and then checking the 'match played' event.



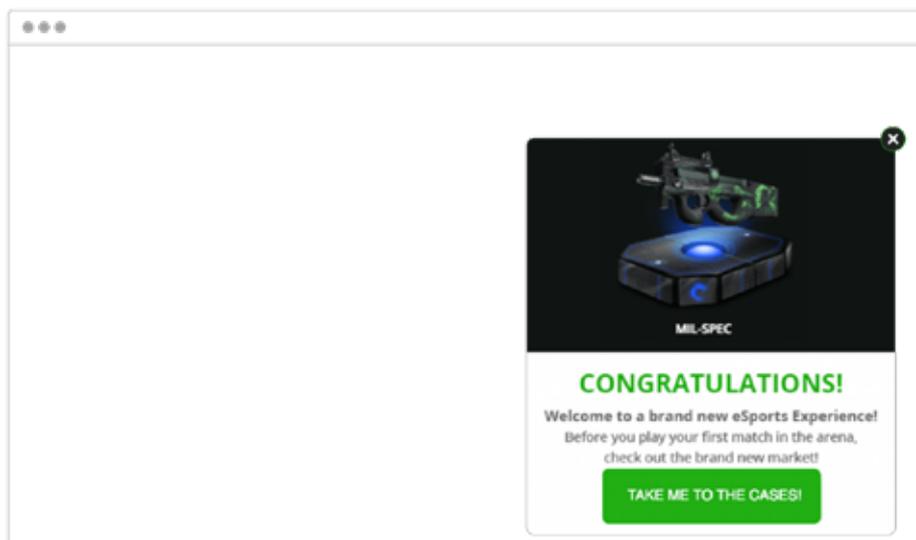
[Build a user journey like this](#)

We would now see how journey tries to achieve its goal by analyzing the triggers of each message, one channel at a time.

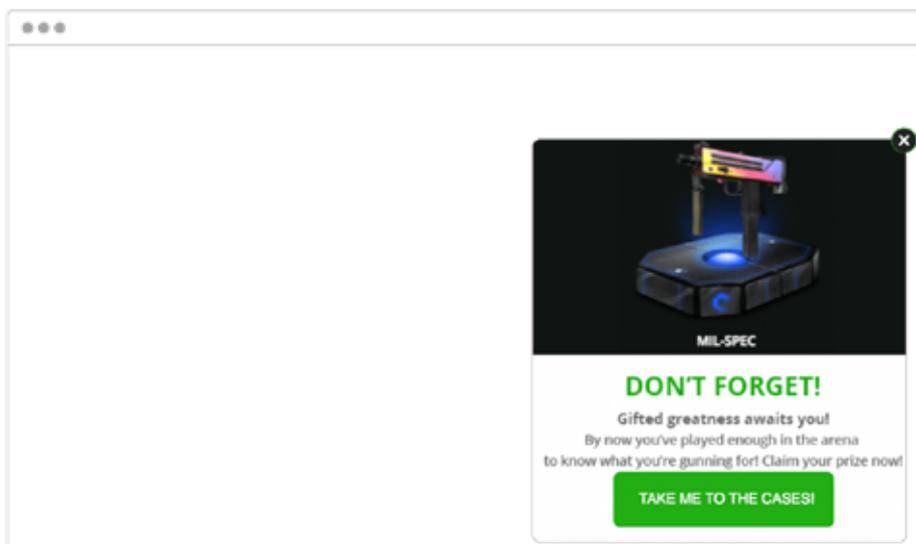
Onsite notification

The journey is sending an email whenever there is a timeout and a notification when the user is live- a prudent use of the two channels, without over notifying users to the point of annoying them. Onsite notifications are generally thought to be intrusive for the obvious reasons. But if used contextually they can effectively guide the user journey and translate into positive experience. Case in point Zengaming.

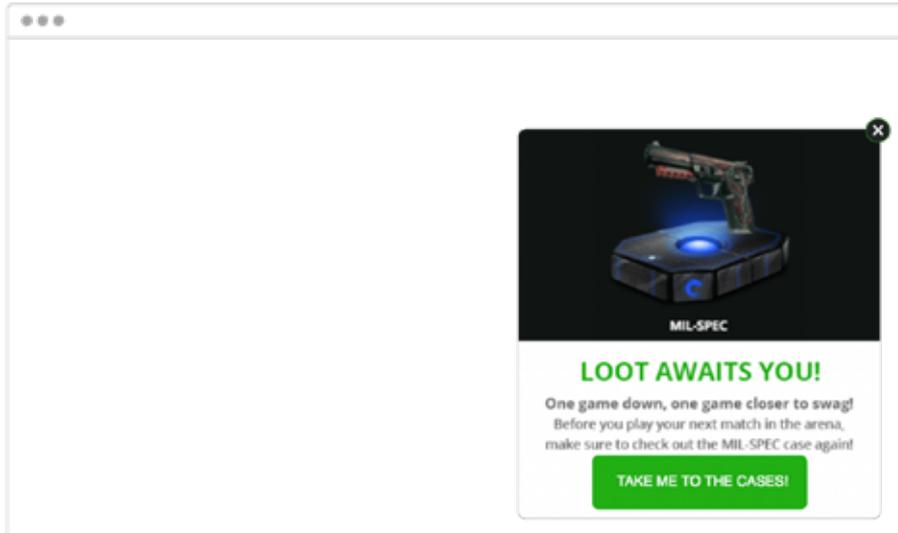
The first notification is sent when the user registers and is ready for the first match.



The second notification is sent when the user completes the first match



The third notification is sent when the user has completed 7 or more matches but hasn't opened a case yet.



[Read another success story on user retention](#)

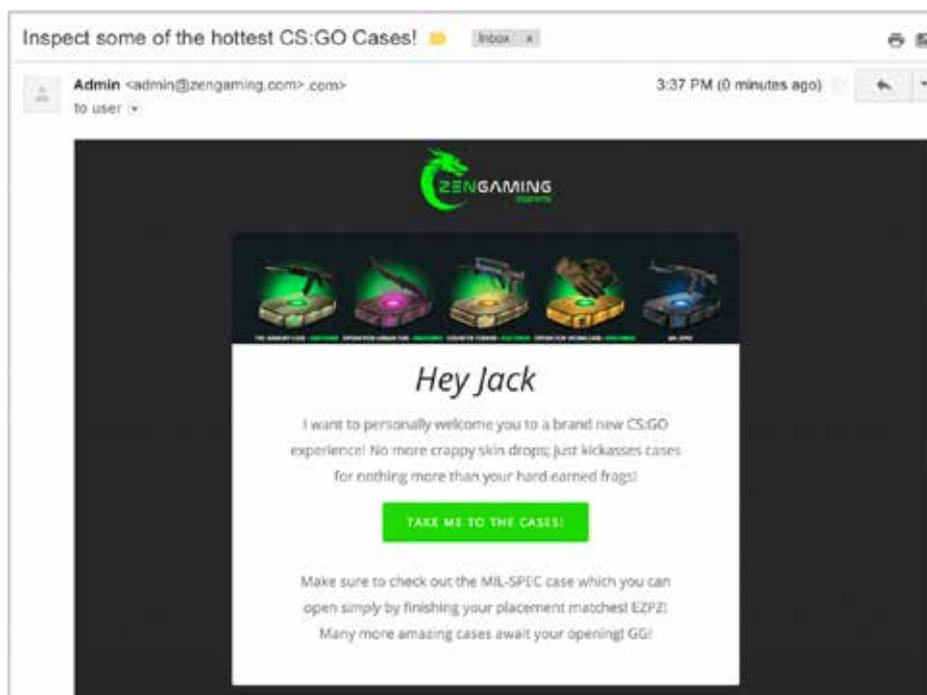
Email

When the user progresses along the desired path, he is still on the site, so the journey prompts an onsite notification to guide him deeper.

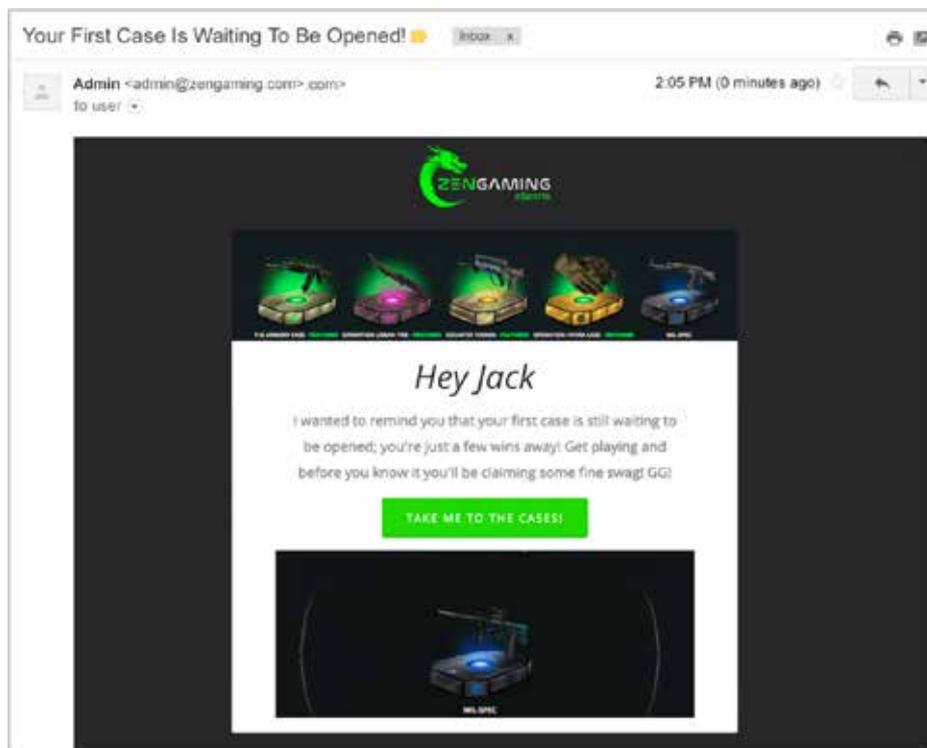
However, if he deviates from the flow then the journey triggers an email which too aims to achieve the same objective- make user check 'cases'.

The email is sent at different points in the journey as and when the user qualifies for it.

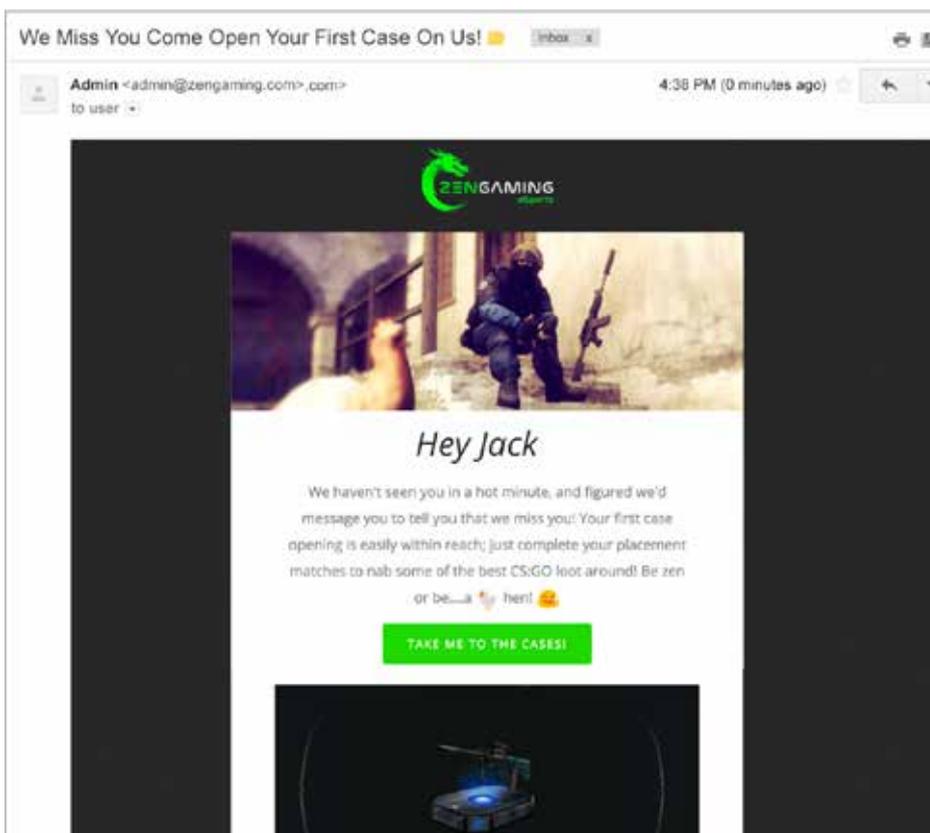
Like, after registering, if the user doesn't click on the notification 1 then the following email is sent:



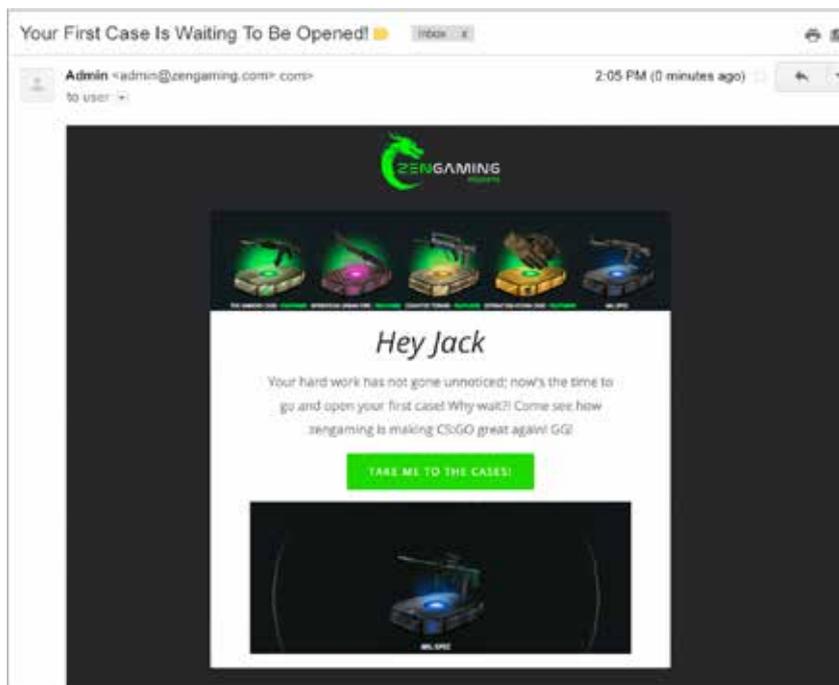
If the user doesn't complete the match even after clicking on the notification and checking the cases.



If the user, however, doesn't respond at all right from the first notification then the following email is sent.



If the user has played 7 or more matches, has still not opened a case and doesn't respond to the notification either, an email like this goes to him.



The flow is not linear like one would imagine. One needs to sit down and spend a good amount of time understanding the condition, delays, and personalization that has been employed for each message.

The Result

Zengaming's first day retention increased from 77.3% to 97.1%, which is nearly 26% uplift. The spur in D1 also translated in overall increase in retention.

BEFORE JOURNEY									
FIRST EVENT	email_verified	RETURN EVENT	Any Event	SPLIT BY					- Select -
FIRST EVENT OCCURRENCE		USERS WHO DID RETURN EVENT							
DATE	TOTAL USERS	DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	
All Users	13,819	77.3%	22.2%	16.3%	15.4%	5.8%	5.8%	5.8%	

AFTER JOURNEY								
FIRST EVENT OCCURRENCE	USERS WHO DID RETURN EVENT							
DATE	TOTAL USERS	DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
All Users	15,096	97.1%	33.7%	19.8%	9.8%	8.7%	8.8%	8.9%

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The second benefit was contextual engagement.

Though you would see several engagement blocks in the journey, each one of them is preceded by a relevant condition. So, an average user would be prompted with only one or two messages depending on how he interacts with Zengaming.

Esports vertical was a stranger to WebEngage for a long long time. Zengaming was one of the first customers we had and we would be soon up with another case-study of our success in this domain.

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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.

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