How Airtel Xstream achieved their North Star Metrics for Growth using MoEngage

85.6%
conversion rate from
in-app interstitials

61.4%
user retention rate
on mobile apps

About Airtel Xstream

Xstream, Airtel's video streaming platform, was started to revolutionize the way people experience entertainment and reshape the mobile entertainment streaming landscape by pushing the boundaries of technology for the greatest cause there is – Entertainment. Over 17 million people currently access 350+ Live TV Channels, 10000+ Movies, 100+ TV Shows, Originals, and much more on the Xstream iOS and Android mobile apps. After understanding how the COVID-19 pandemic reshaped the way a user consumes content, the Growth and Content teams at Airtel Xstream leveraged MoEngage to observe their users' consumption patterns and send relevant messages in real-time on Airtel Xstream's mobile platforms. These two teams are responsible for growing engagement on the Android and iOS mobile apps while retaining newly acquired users.

> " MoEngage has made a significant impact on our North Star Growth metrics. During the India-Australia cricket series, our streaming statistics were at an all-time high, and we witnessed a retention rate of 61.4% on our mobile platforms. I would definitely recommend MoEngage to Mobile Marketers and Growth teams at Media & Entertainment brands.
>
> **Sahil Bhojwani,**
> Growth Marketing Manager @ Airtel Xstream, Airtel Xstream

> " During the COVID-19 pandemic, the team learned that content consumption had become more dynamic. To fill this gap and demand, the team utilized MoEngage to help them segment customers and serve real-time notifications of Live News, Cricket, Shows, and E-Sports, resulting in higher Click-through and Conversion Rates.
>
> **Sunil Rath,**
> Content Marketing Manager @ Airtel Xstream, Airtel Xstream

Challenges to Growth

The COVID-19 pandemic transformed content consumption from static to dynamic. Consumers across geographies are more alert now and need a consistent and continuous feed of information and entertainment.

Increasing Content Consumption on Airtel Xstream's Mobile Platforms

The most significant focus area of the Growth and Content teams is to increase content consumption. 'Streamtime' and 'Streamtime-per-subscriber' are the two primary metrics used to measure the performance of User Engagement campaigns. Push Amplification+, MoEngage's unique Push Notification delivery technology, ensured that the team could reach out to the maximum number of users interested in this live event. The Growth and Content teams at Airtel Xstream also used MoEngage's in-app interstitials, MoEngage Nativ, to inform logged in users of the India-Australia cricket series. This communication channel allowed the teams to redirect their users to this ongoing live event successfully.

Improving n-day Retention

As with all major video streaming platforms, the other key focus area for the teams at Airtel Xstream is User Retention. The teams measure this by tracking the number of users who have opened the Xstream mobile app and consumed video content at least once within a period of time (usually 30 days). MoEngage's RFM modeling allowed the teams to analyze and segment users based on their recency and frequency of app usage. This eliminated guesswork from the process enabling teams to run data-backed campaigns and win back inactive users.

Products Used

Smart Recommendations
Build personalized experiences by driving most relevant product recommendations.

Push Amplification +
Deliver push notifications to more customers with proprietary Push Amplification™ Plus technology.

Customer Journey Orchestration
Create unique, seamless experiences at every stage of your customer's journey.

The Results

With the help of MoEngage's proprietary offering, Journey-based Campaigns, the Airtel Xstream team was able to send out real-time communication during major live events, leading to a significant improvement in their 'Streamtime' & 'Streamtime-per-subscriber' metrics. ● 40 million Push Notifications sent in under 2 minutes ● 1.4% click-through rates of Push Notifications ● 3.36X higher than standard delivery rates ● 85.6% conversion rate from mobile in-app interstitials The Growth and Content teams at Airtel Xstream also used MoEngage's in-app interstitials, MoEngage Nativ, to inform logged in customers of the India-Australia cricket series. This communication channel allowed the teams to redirect their customers to this ongoing live event successfully. The teams also used Personalization to entice customers to open the app and consume content by adding the customer's name on Push Notifications and using their geo-location to deliver vernacular content. They also orchestrated customer journeys with MoEngage Flows to win back bounced customers the right way.

About MoEngage

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.