

Airtel Xstream Saw Conversion Rates of 30% Through WhatsApp and MoEngage

30%

Conversion Rate

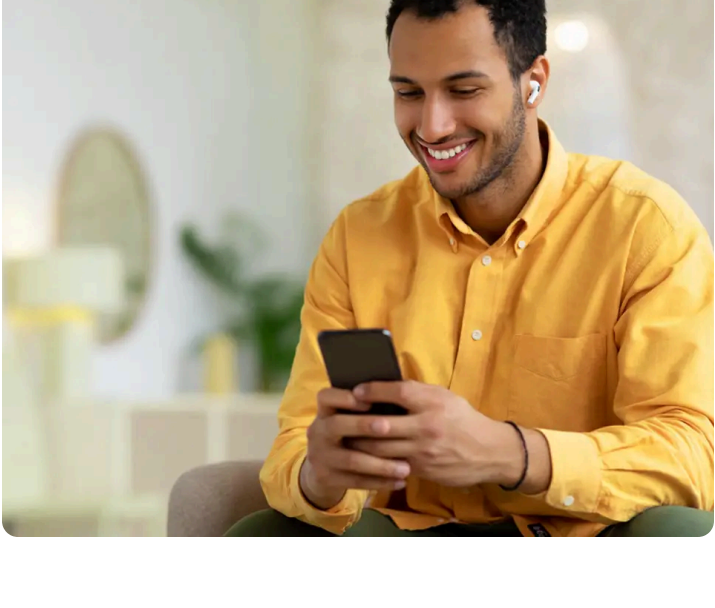
90%

Delivery Rate

About Airtel Xstream



Xstream, Airtel’s video streaming platform, was started to revolutionize the way consumers experience entertainment and reshape the mobile entertainment streaming landscape by pushing the boundaries of technology for the greatest cause there is – Entertainment. Over 100 million consumers currently access 16 OTTs, 130+ Live TV Channels, 10000+ Movies, 100+ TV Shows, Originals, and much more on the Airtel Xstream app, Smart TV, and DTH.



Thanks to this MoEngage integration, we increased our app installation by 20%. This helped us enhance our reach to our mobile-savvy audience to ensure they were not missing out on a world-class content delivery platform for the entire family.

Official Airtel Xstream Spokesperson,

, Airtel Xstream

Adopting WhatsApp for Customer Communication

The Growth team at Airtel Xstream wanted to increase its reach so that more and more customers realized the plethora of content available. In their efforts to do so, the team used WhatsApp to inform their customers about Airtel Xstream and how they can watch their favorite movies and TV shows all in one place. WhatsApp has over 2 billion global users, and India has the largest number of WhatsApp users. Although it is the third most downloaded app, it has a much higher DAU than both Facebook and YouTube. WhatsApp also makes engagement easier since it is a two-way channel. If customers want more clarification, the communication becomes interactive instead of a one-way messaging platform. This is why the teams at Airtel Xstream, who strive for constant innovation, realized the potential of WhatsApp to increase its reach.

The Growth Team at Airtel Xstream Drives Platform Adoption

The Airtel Xstream Growth team realized they needed an immersive engagement strategy to ensure customers actually experienced what Airtel Xstream offered. In search of a solution that provided enough content knowledge about the Xstream platform, an enriching engagement, and a direct CTA that landed customers on their platform, WhatsApp qualified as the perfect channel. To create a robust and secure WhatsApp communication channel, Airtel Xstream integrated with MoEngage, WhatsApp, and Airtel IQ to send timely updates to customers. This helped Airtel Xstream drive customers to their platform with amazing conversion rates! With every recharge an Airtel customer did, they received a WhatsApp message that informed them about the Airtel Xstream opportunity they could potentially enjoy. This strategy helped the Growth team reach out to a larger set of customers while ensuring an enriched brand experience. This experience, in turn, helped increase downloads for the Xstream app, which also helped drive content consumption on Airtel Xstream.



WhatsApp Usage in India



480

million users



21 hours

spent on an average per month

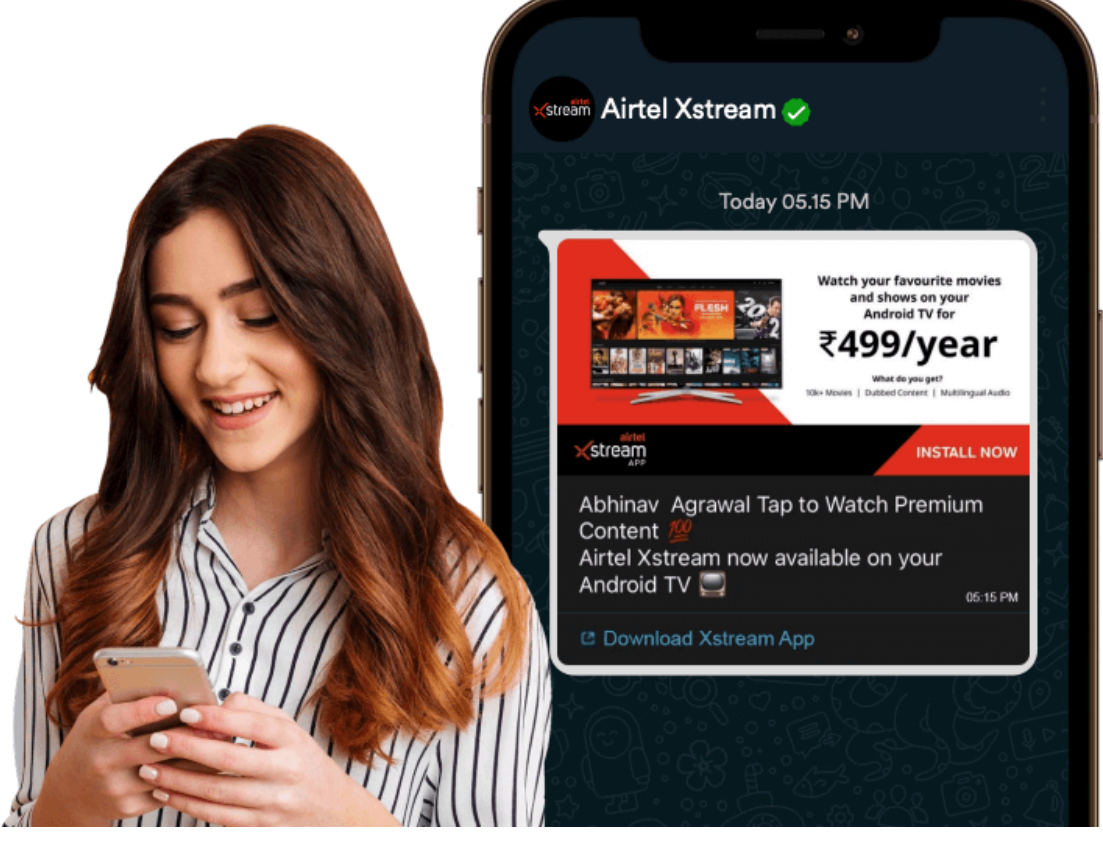


50%

approx users between 18-25 years

Airtel Xstream Improves Customer Engagement with WhatsApp

One of the most important fruition of the WhatsApp-driven adoption strategy was how it helped the team at Xstream understand customer behavior on the Xstream app. This was in addition to customer insights like geolocation, which helped better the personalization of content. Leveraging the insights gathered through MoEngage, Airtel was able to send personalized recommendations and easily communicate with customers in near-real-time about vernacular content through WhatsApp. Since customers look for enriching content consumption, behavioral trends help curate content recommendations based on current and past behavior.



Products Used



Segmentation

Personalize experiences by creating nuanced segments based on behavior and action



WhatsApp

Trigger interactive conversations with quick replies and contextual CTAs on WhatsApp

The Result

With MoEngage's solution and WhatsApp as a new channel for engagement, Airtel Xstream saw some amazing numbers in the form of:

- ✓ 90% Delivery Rates
- ✓ 30% Conversion
- ✓ 40x increase in engagement compared with Push
- ✓ Up to 4x Increase in engagement compared with in-app

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 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.