Audiomack Achieves 18% Increase in Premium Trial Conversion Rates From Al-Driven Insights



18%

increase in premium trial conversion rate

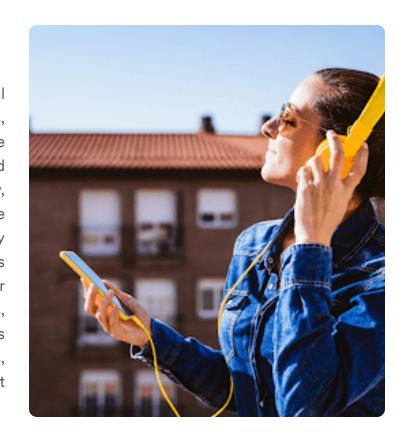
boost in sessions per customer

17.8%

About Audiomack



Launched in 2012, Audiomack is a top digital destination for music fans and creators, showcasing original content from around the globe. It is one of the most influential and powerful platforms for artists and creators today, with a 116% growth rate in active customers in the last two years. The music streaming and discovery platform empowers artists, labels, and distributors to share unlimited music while fans can discover emerging artists, songs, albums, mixtapes, playlists, podcasts, and more. Audiomack's customers include creators, tastemakers, labels, and fans. To learn visit more. www.audiomack.com/





Our collaboration with MoEngage helped us grow our customer base by introducing the right emerging artists to the right listeners. MoEngage's expertise lies in delivering a hyperpersonalized listening experience for our creators, labels, and fans; thereby helping us grow our community.



Charlie Kaplan,



Business Need

Audiomack wanted to increase conversions and optimize the onboarding experience with personalized messages throughout the customer journ y. To tailor communications to each music lover, they needed access to deep insights into user preferences and interactions on the platform. Also, enable new customers to stream music from their favorite/upcoming artists. They also wanted to leverage customer preferences, behavior, and play data to personalize messaging to convert free to paid subscribers.

Optimize onboarding and conversion using best moment, channel, time, and device to send communication.

MoEngage + Mixpanel Solution

- Personalized, one-time push notifications enabling new customers to play music on the app. Customized messaging via In-app and Emails for effective engagement and retention.
- Individualized recommendations to subscribers, leading to greater brand loyalty.

In-app Messaging

Products Used



Push Notification

Reach customers at the right time using Al-powered, targeted, push notifications.

Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.



Al-based Recommendation Sherpa

Optimize campaigns and drive high ROI with AI-powered, Sherpa.



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

8.4% Spike in Play Conversion Rate

The Result

✓ 17.8% Increase in Sessions Per Customer

✓ 18% Rise in Premium Trial Started Conversion

✓ 16.4x Growth in Songs Played by Unique Customers

Here's how this impacts the customer experience: Mixpanel helped Audiomack understand their customers' behaviors and preferences, such as whether they are K-POP or Country music superfans.

✓ 5.5% Lift in Retention by Week 3

Then, using this information, MoEngage delivered relevant, tailored music recommendations. With insight-led engagement, Audiomack drove up premium trial conversion rates by more than 18% while improving engagement with an equally impressive boost in sessions per customer.

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 <u>www.moengage.com.</u>