

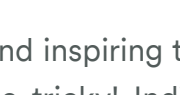
# Classic Rummy Succeeds To Entertain: Boosts Player Retention By 24%



**3X**  
increase in the total value of payments in 6 months

**24%**  
MoM user retention (2X more than industry average)

## About Classic Rummy



Engaging players and inspiring them to return to a gaming app can be tricky! India's leading online rummy gaming portal, Classic Rummy, realizes that. That's why the brand adopts a customer-centric approach to player engagement through personalized alerts, exclusive access to tourneys, and more. And it's working! With close to 1 million registered players, Classic Rummy is India's favorite online rummy website. Millions of players and billions of preferences - catering to each in real-time can be a mammoth task without the right strategy and robust technology.



“After we switched to the insights-led strategy, players enjoyed engaging with our platform even more! Every communication a player receives from our platform adds value, so they know we get them and trust the app even more. And the best part, using MoEngage, we can automate most of the manual tasks now.



**Harivanam,**  
Sr. Team Lead, CRM, Classic Rummy

“We knew we needed to improve the player's onboarding experience. However, we couldn't do that without a deeper understanding of the players. MoEngage helped us derive critical insights into player preferences, the roadblocks, and their journey using our app.



**Kishore,**  
Marketing Manager, Classic Rummy

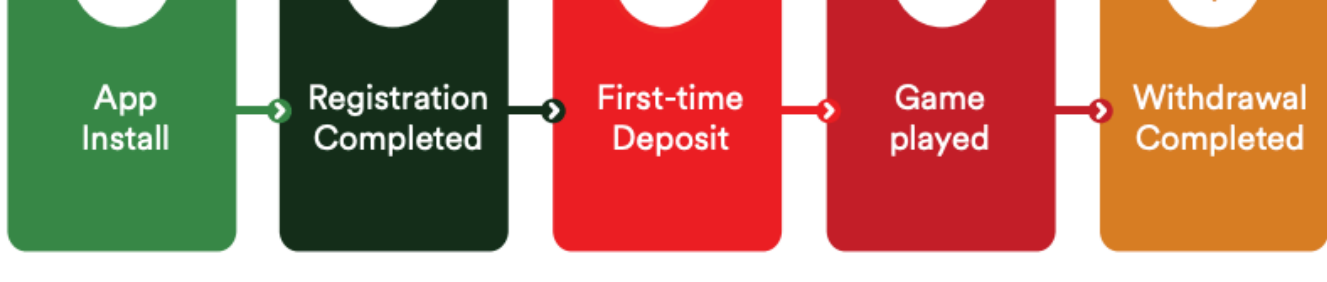
## One CRM team that Does It All

Classic Rummy's CRM team is at the cusp of the brand and the players. This team walks the tightrope between driving revenue for the company while making sure they delight players. From 'App Installs' until 'Withdrawal Completed,' the team analyzed critical insights for individual players. The CRM team realized that as the number of deposits and games played increased, players derived greater value from the gaming app. One key insight that the team had was that players who completed second-time deposits were 3X more likely to continue playing on their mobile app. The team realized the need for a platform that goes beyond the typical norms of a CRM and helps Classic Rummy shift from a campaign-centric model towards a behavior-centric strategy. This also meant that the engagement platform came with in-built capabilities to analyze data and act upon those in real-time. Above all, the team needed to migrate from a multi-tool tech stack that relied on human intervention towards an integrated solution that could automate some of the manual tasks.

## Playing for Retention

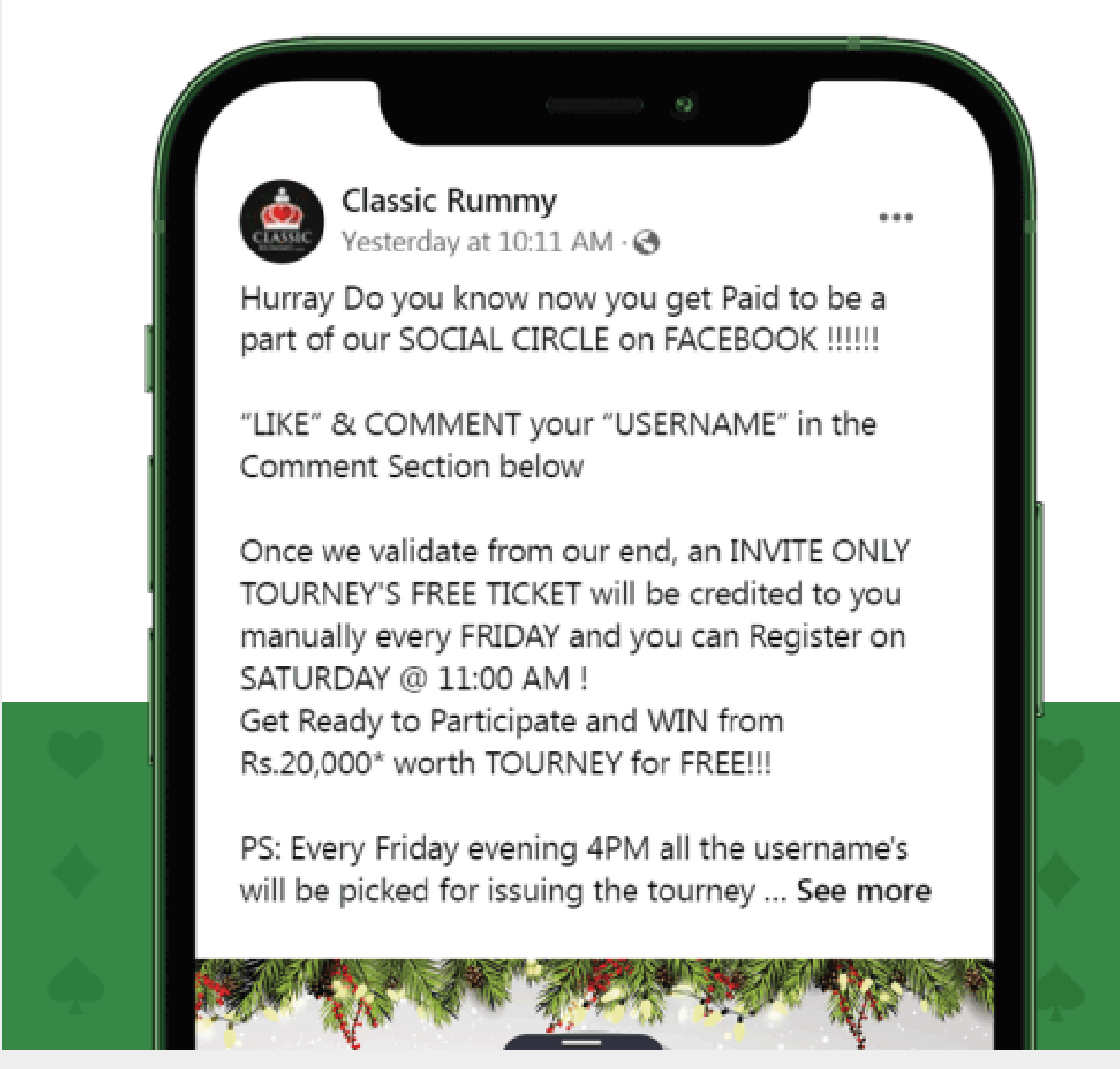
Armed with player insights, the CRM team got down to mapping out player journeys that nudged them to come back for a second deposit and continue playing on their mobile app. The team started with in-depth path analysis to understand player motivations and find ways to delight them. Some strategies implemented by the team: - Incentives and offers to complete deposits within 24 hours. - Identify players who might go dormant and nudge them back to play. - Unique coupon codes and cashback incentives to win back churned customers.

### Typical player onboarding journey mapped by the CRM team:






## Invite-only Tournaments

One of the most successful initiatives by Classic Rummy is the invite-only tournaments. These are 20-minute games aimed to encourage first-time or second-time depositors to return to the app for a game of rummy. The brand also offered incentives such as guaranteed withdrawals to nudge more players to join in.



## Products Used

-  **Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
-  **Omnichannel Flows**  
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
-  **MoEngage Analytics**  
Create omnichannel, personalized experiences using [AI-powered analytics](#).

## The Result

The team chose MoEngage to help them implement their shift in engagement strategy from a campaign-centric model to a behavior-centric one. They could now analyze customer data and act upon them in real-time, using the platform's in-built capabilities. • 3x increase in payments within 6 months • 2x growth in payments from new customers • 24% MoM customer retention • 3x increase in the total value of the payments in 6 months First, the team mapped out player journeys that nudged them to come back for a second deposit and to continue playing. They also did an in-depth analysis to understand player motivations and find ways to delight them, like unique coupon codes and cashback incentives to win back churned customers. MoEngage helped the Classic Rummy team consolidate player behavior and engagement data in one single place. The platform also provided predictive insights into each player's mood and preferences, thereby enabling the CRM team to make swift data-backed decisions and execute them quickly in real-time.

## 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](http://www.moengage.com).