

How ABS CBN Retains 92% of Subscribers

92%

Retention rate (earlier 80%)

7.6%

Churn rate (earlier 8.7%)

About



ABS-CBN is considered one of the country’s leading media and entertainment companies. It offers services across different media platforms and serves a wide array of customer segments. The company is driven to pioneer, innovate, and adapt as it continues to provide information, news, and entertainment that connects Filipinos with one another and with their community - wherever they may be.



Our CLM initiatives have also contributed an average of 59% of new users on boarded onto the platform, in a quarter. Because of the contribution to new users, we are able to do more with our marketing budgets, enhance our campaigns, widen the reach, and improve our customer experience.

Joy Miranda,

Head of Subscriber Management,



It excites me to see a future where potentially all of these creatives can also be helped by AI. From a segmentation standpoint, that's also going to be very user level, in this sense of personalization, as well as coming to then having the creatives available and personalized according to the customers. I think that's really just going to change the game in terms of customer engagement through MoEngage.

Robbin Ivory Brillantes Pamintuan,

Data Analytics Head,

Business Challenge

Prior to MoEngage the process of creating a campaign whether that be from segmenting users or identifying which users are going to be part of the campaign including putting together the campaign creatives and getting that sent out that as a process was something that took two weeks to put in each time.

And the segmentation of users was also very manually done which also limited the ability to really curate the segments and therefore the message was also largely not very curated, not very personal, to the customer segments.

Deeper Customer Understanding and Meaningful Engagement

By using MoEngage, ABS CBN was able to identify (across each campaign) users who have received messages, those who have interacted, and others who have performed actions.

These data points were then sent to the analytics platform, thus creating a 360-degree view of the customers, best time to speak to them, how they react, and their behavior, all of which change over time. With this understanding, ABS CBN can engage them more meaningfully.

Freedom to do More with Budget and Manpower

ABS CBN’s CLM initiatives have also contributed an average of 59% of new users on boarded onto the platform, in a quarter. Because of the contribution to new users, the brand is able to do more with their marketing budgets, enhance their campaigns, widen the reach, and improve customer experience.

On the product side, ABS CBN’s product teams are able to use the manpower (or product development pipe) to develop new projects. With MoEngage, they are running 200+ campaigns, with 450 segmentations available and ready for action taking, across email, push, and on-site messages.

Products Used



Email

Engaging, contextual communications that match customer behavior and preferences



Segmentation

Personalize experiences by creating nuanced [segments](#) based on behavior and action.



Push Notification

Reach customers at the right time using AI-powered, targeted, [push notifications](#).



Custom Segments

[Create easy-to-use cohorts](#) based on behavioral, funnel, and RFM analysis.



Customer Journey Orchestration

Create unique, seamless experiences at every stage of your [customer’s journey](#).



Customer Insights & Analytics

Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Result

Using MoEngage, ABS CBN was able to:

- ✓ Improve retention rates from around **80%** to **92%**
- ✓ Contribute an average of **59%** of new users onboarded in the past quarter
- ✓ Reduce churn rates from **8.7%** to **7.6%** in the most challenging months when external factors impeded new acquisition efforts

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 MarketScope: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.