# How Fanory's Celebprime Drives 30% Increase in Revenue for Creators

# 40%

increase in user retention rates

30%

increase in revenue for creators



pioneering platform in the digital realm that seamlessly connects fans with creators. The platform serves as a dynamic hub where creators can engage authentically with their audience through personalized video messages, live streams, audio/video calls and direct messaging.

Celebprime, a flagship product of Fanory, is a



each of our users became paramount. MoEngage's custom segmentation capabilities were a game-changer for us. By allowing us to analyze user behavior intricately, MoEngage empowered us to develop targeted strategies that significantly reduced our drop-off rates and increased engagement. MoEngage didn't just meet our needs; they helped us elevate the entire experience on Celebprime. Neharika Srivastav,

As Celebprime continued to grow, the challenge of delivering a personalized experience to

Product Manager, Celebprime by Fanory



, Celebprime by Fanory

# downloads into active users proved to be a hurdle as many didn't progress beyond the initial exploration

Business Challenges - Conversion, Personalization, and Monetization

phase. Crafting Personalized Journeys: The initial communication strategies lacked the finesse needed to resonate with users at various engagement levels, resulting in low interaction rates.

Activating and Converting Users: While the brand saw a surge in app installations, converting these

Empowering Creator Monetization: Our creators, the heart and soul of Celebprime, faced challenges in effectively monetizing their content due to a disconnect between their offerings and audience

interests.

## Celeborime tailored our communication strategies to specific segments and creator profiles, ensuring that each interaction felt personal. and relevant.

Precision Targeting through Segmentation: Leveraging MoEngage's segmentation capabilities,

Precise segmentation, personalized communication, and new channel addition

Dynamic Preference Capture: MoEngage's in-app messaging and data capture features allowed Celebprime to gather crucial insights into customer preferences during onboarding, enabling us to deliver content and communication that resonated deeply with each individual.

**Expanding Communication Channels**: In addition to push notifications and in-app messages, the brand embraced WhatsApp and email as communication channels, expanding reach and delivering personalized engagement experiences across multiple platforms.

## Optimized Creator Recommendations: MoEngage's algorithms provided invaluable insights into customer behavior, enabling Celebprime to optimize content recommendations and significantly

Optimized creator recommendations, incentivized conversions, and continuous

conversions and drive engagement. Continuous Iteration and Improvement: With MoEngage's robust analytics, we continuously refined our content offerings and communication strategies, ensuring that we remained aligned with the

Incentivizing Conversions: Through targeted incentives such as complimentary coins and activity-

based bonuses, Celebprime leveraged MoEngage's campaign management tools to incentivize

evolving preferences and behavior of the audience.

Leveraging MoEngage's advanced analytics, the next phase involves identifying and reactivating

Trigger interactive conversations with quick replies and contextual CTAs on WhatsApp

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

dormant users through targeted campaigns and personalized messaging, reigniting their interest and

# **Products Used**

Customer Insights & Analytics

Further Growth plan with MoEngage

bringing them back into the fold.

WhatsApp

In-app Messaging

enhance revenue opportunities for our creators.



iteration

# Create <u>omnichannel</u>, <u>personalized experiences</u> using Al-powered insights and analytics.

The Result

✓ Improved Interaction Rates: Interaction rates with notifications and personalized content recommendations soared by 50%, reflecting a deeper level of engagement and interest from

✓ Enhanced User Activation and Retention: Celebprime witnessed a remarkable 40% increase in user retention rates, signaling a successful transition from casual exploration to sustained engagement.

The strategic initiatives powered by MoEngage's engagement suite led to:

- ✓ **Increased Revenue for Creators**: Thanks to enhanced audience targeting and content optimization, Celebprime saw a substantial 30% increase in revenue for our creators, empowering them to thrive on our platform.

About MoEngage

Celebprime's audience.

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

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.

a 360-degree view of their customers.