#### **How The Indian Express** Witnessed a 2X Uplift in Paid Subscribers



Uplift in paid subscribers

#### Zero

Dependency on tech teams

#### About The Indian Express



For over 90 years, The Express Group of publications has been synonymous excellence in journalism and a commitment to independence and fairness. Its flagship newspaper, The Indian Express, has twice won the Vienna-based International Press Institute's India Award for Outstanding Journalism in the Public Interest.



Even after having bought a subscription, if the customer doesn't come back to the website enough, there is a chance of them churning when the renewal comes up.

MoEngage has been pivotal in helping us clock exactly which of our customers are prone to churning and then enabling us to re-engage with them effectively. Such initiatives have led to us witnessing a 2X uplift in our paid subscribers.

### Nandagopal Rajan,

COO at Indian Express Digital, The Indian Express

#### **Business Challenge**

With 50-60 millions of users visiting The Indian Express website monthly, the media giant wanted a platform that could help then understand this mass volume customers properly and engage with them properly.

### MoEngage Solution

MoEngage helped Indian Express optimize customer experiences at scale for millions of users seamlessly. The Indian Express team used the platform to engage with its audience effectively by understanding their likes and dislikes and keep them coming back.

# **Dealing with Dormancy**

MoEngage also helped the brand clock exactly who the dormant users were and target them effectively by deploying personalization at scale based on their interests.

## The Indian Express utilized MoEngage to drive omnichannel engagement, connecting with customers

Seamless Omnichannel Journeys At Scale

through their preferred channels and at times when they are most receptive!

# **Products Used**



Create unique, seamless experiences at every stage of your customer's journey.

Customer Journey Orchestration

Customer Insights & Analytics



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

# Using MoEngage, The Indian Express was able to:

The Result

✓ Observe a 2X uplift in paid subscribers

✓ Have zero dependency on the tech teams

✓ Increase operational efficiencies

### **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

To learn more, visit <u>www.moengage.com.</u>

Platforms for B2C Enterprises 2023.