

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



2X

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 with 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.</br>

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.</br>



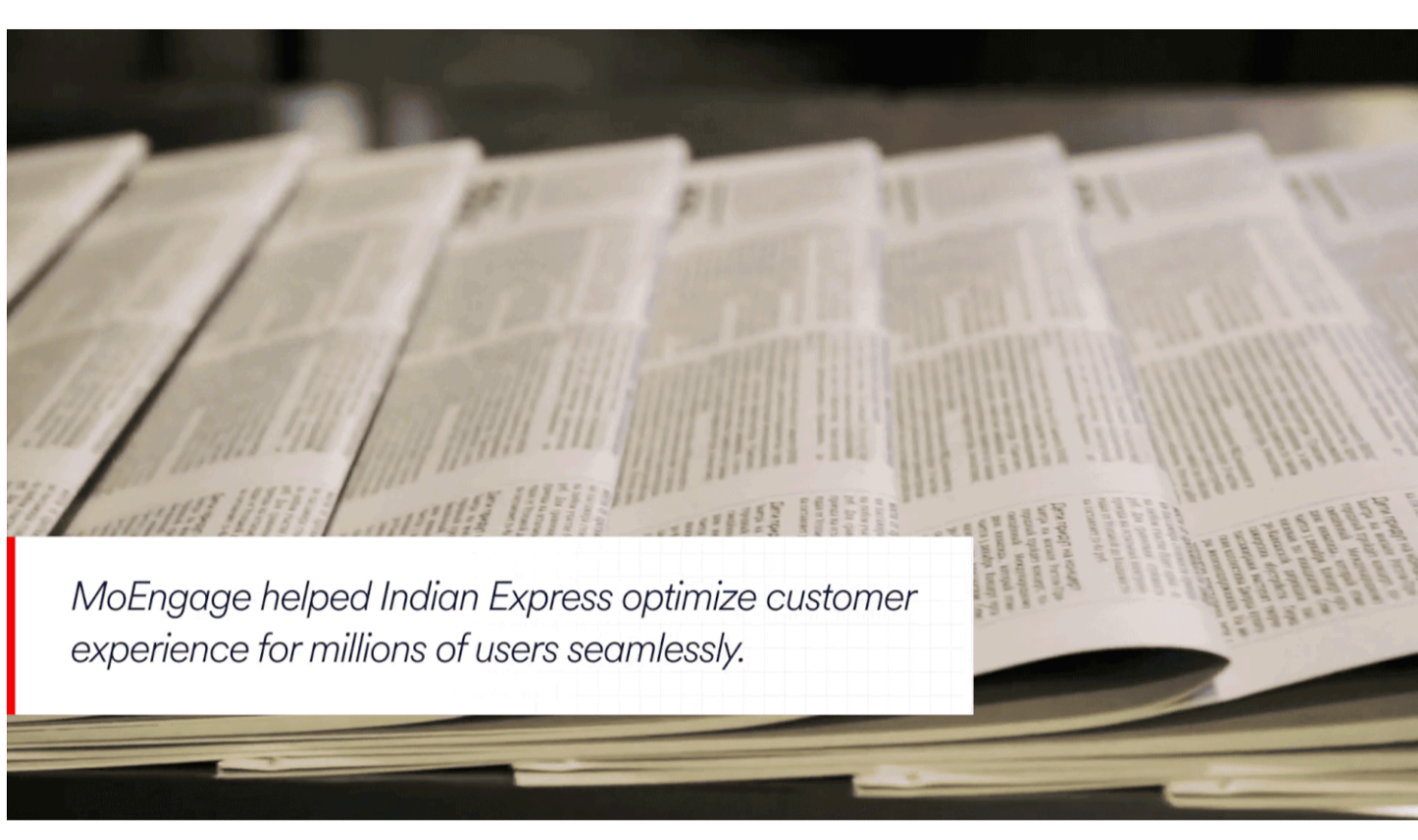
Nandagopal Rajan,
COO at Indian Express Digital, The Indian Express

Business Challenge

With 50-60 millions of users visiting The Indian Express website monthly, the media giant wanted a platform that could help them 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.



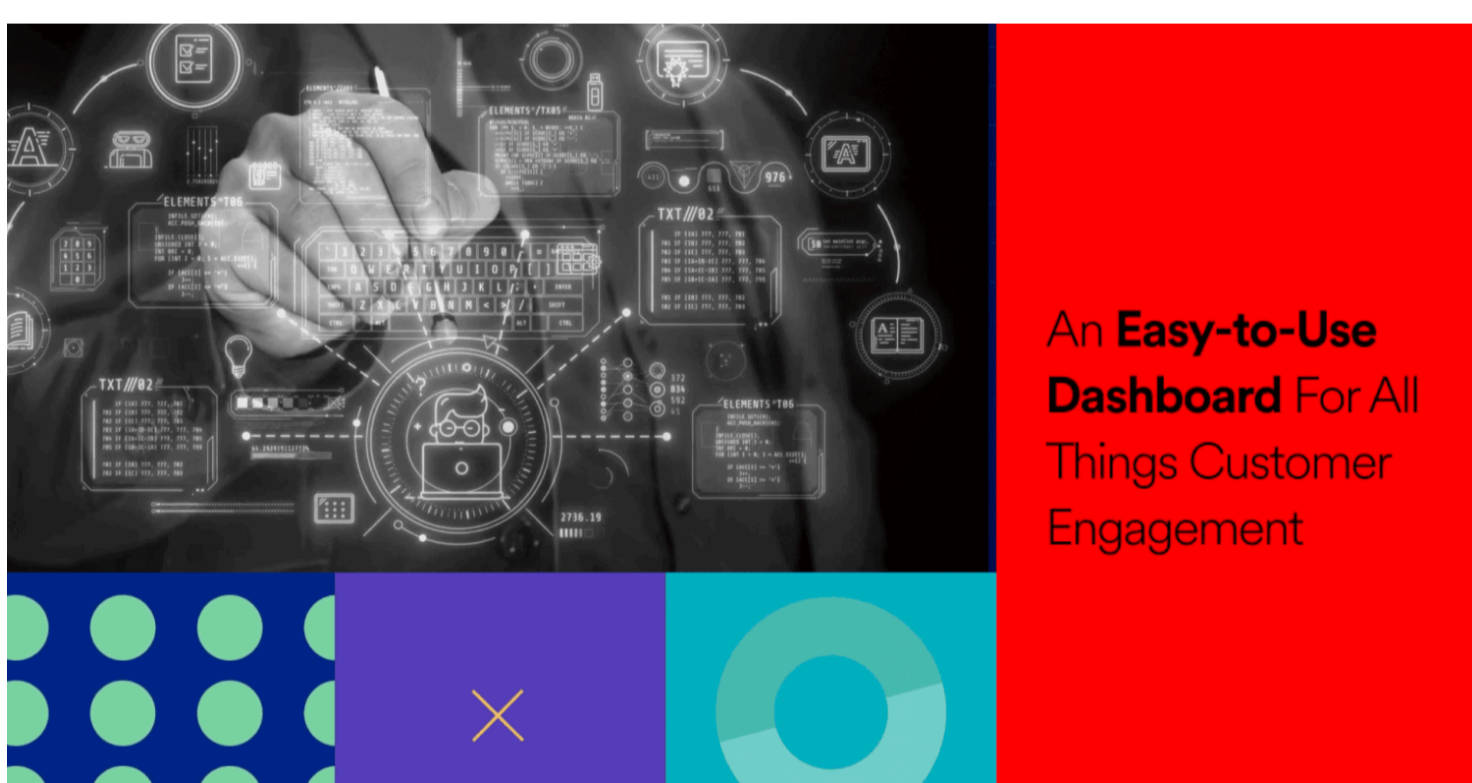
Dealing with Dormancy

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.



Seamless Omnichannel Journeys At Scale

The Indian Express utilized MoEngage to drive omnichannel engagement, connecting with customers through their preferred channels and at times when they are most receptive!



Products Used



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, The Indian Express was able to:

- Observe a 2X uplift in paid subscribers
- Increase operational efficiencies
- Have zero dependency on the tech teams

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadion Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a [Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report](#) and a [Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation](#). See how MoEngage's customer engagement platform can power your growth

[Get a demo of MoEngage today!](#)

