

## How Kompas.id Drives 25% Boost in Subscriptions with Onsite Messaging



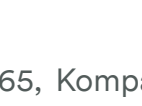
### 300%

boost in onsite messaging CTRs

### 42%

increase in Monthly Active Users (MAUs)

#### About Kompas.id



Founded in 1965, Kompas.id (Kompas Gramedia) is one of the oldest and most prominent names in the news and media landscape. However, they understand that the future hinges on not just attracting readers but retaining and converting them into loyal subscribers.



While we saw CTRs of less than 9% before for our Onsite messaging campaigns, we conducted a few experiments and were able to observe a 300% increase in CTRs using MoEngage's OSM Pro. This experiment also led to an astounding 25% boost in paid subscribers!



**Azhar Luthfi,**

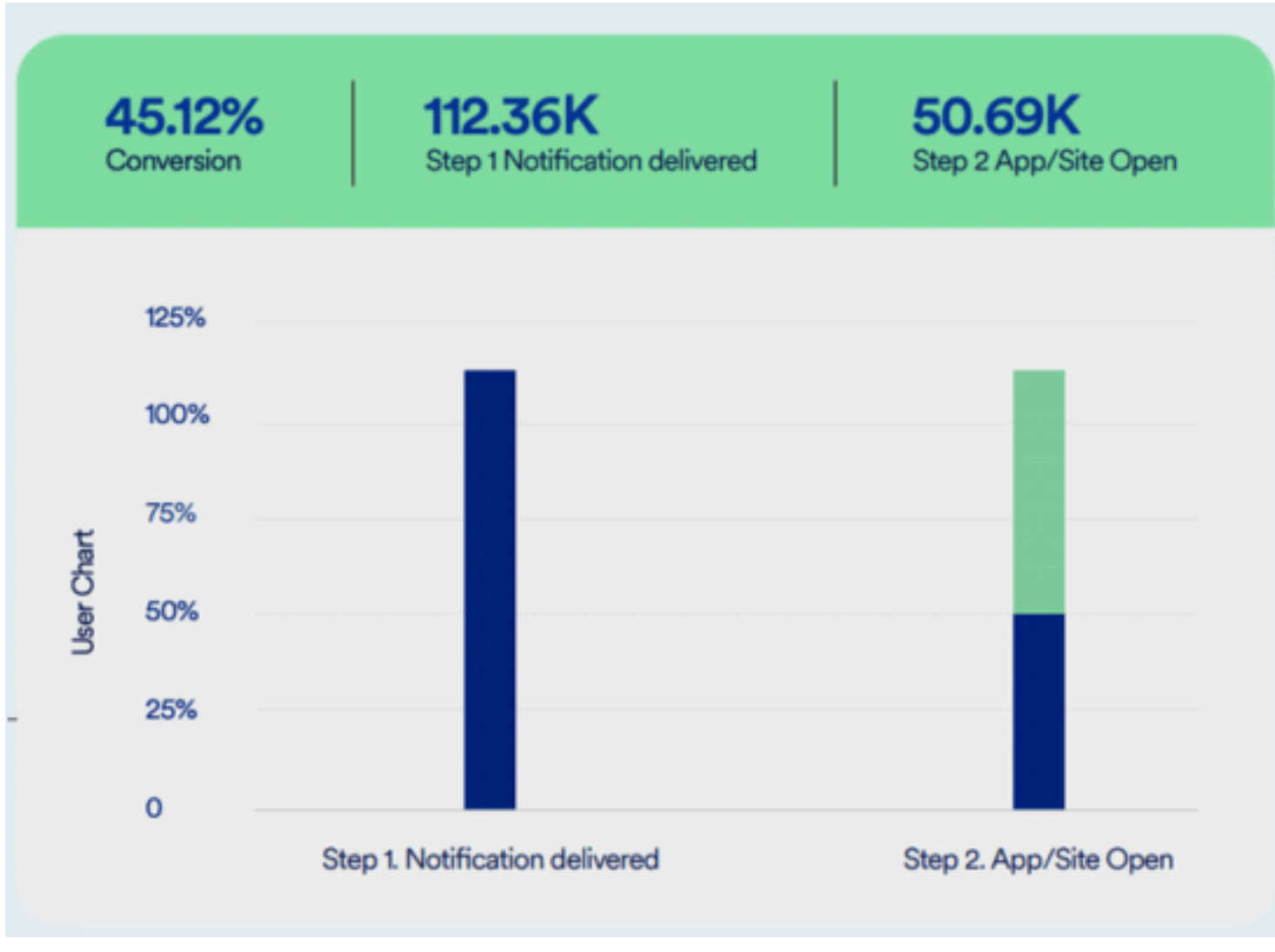
Growth Marketing, Kompas.id, Kompas.id

### Business Objectives

To drive expiring premium subscribers to resubscribe. And to retain premium subscribers and free news readers by keeping them engaged with relevant news content

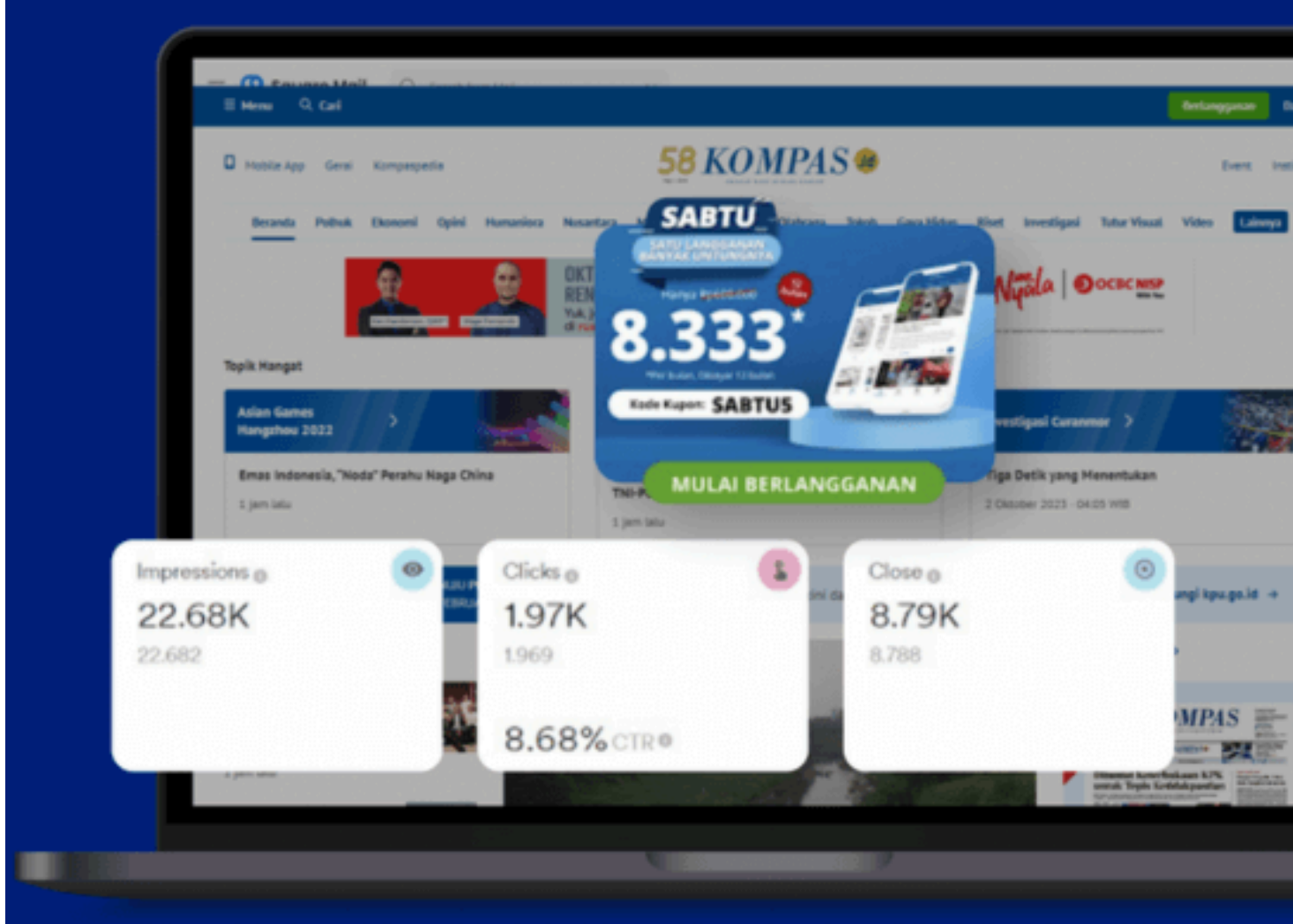
### Leveraging analytics to arrest app uninstalls

The Kompas.id team gathered actionable insights leveraging MoEngage's Analytics features. Utilizing behavioral and funnel analytics, the team now understood how their customers were interacting and dropping off. This resulted in increasing customer retention and lower app uninstalls, leading to a **13% boost in onsite messaging CTRs**.



### Reactivation campaign to renew subscriptions

Kompas.id again leveraged the same onboarding channels (Push, Email, and WhatsApp) to remind existing customers whose subscriptions were expiring to resubscribe to their platform, leading to a **100% uplift in CTR** for app push notifications.



### Products Used

- Segmentation**  
Personalize experiences by creating nuanced [segments](#) based on behavior and action.
- WhatsApp**  
Trigger interactive conversations with quick replies and contextual CTAs on [WhatsApp](#)
- In-app Messaging**  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- On-site Messaging**  
Engage your visitors with personalised [on-site messages](#) tailored to their preferences and behavior.
- RFM Segmentation**  
Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).
- AI-based Recommendation Sherpa**  
Optimize campaigns and drive high ROI with [AI-powered Sherpa](#).
- MoEngage Analytics**  
Create omnichannel, personalized experiences using [AI-powered analytics](#).
- 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 Results

Kompas.id adopted an insights-led approach to engagement, leveraging MoEngage's capabilities and observed:

- ✓ **26%** q-o-q uplift in average in-app CTR
- ✓ **3x** increase in email open rates compared to the industry benchmark
- ✓ **13%** decrease in app uninstalls
- ✓ **25%** boost in subscriptions
- ✓ **39%** uplift in daily active users (DAUs)
- ✓ **3%** increase in new customers

### 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, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Insight Partners. MoEngage was named 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!](#)

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