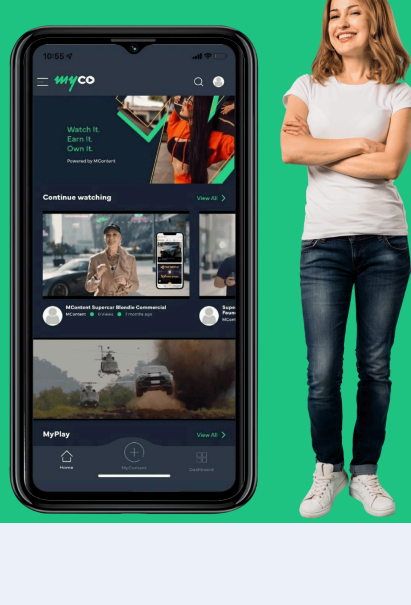


Myco Achieves a 6X Increase In Their Customer Base With MoEngage



40%

of uninstalled customer's won back

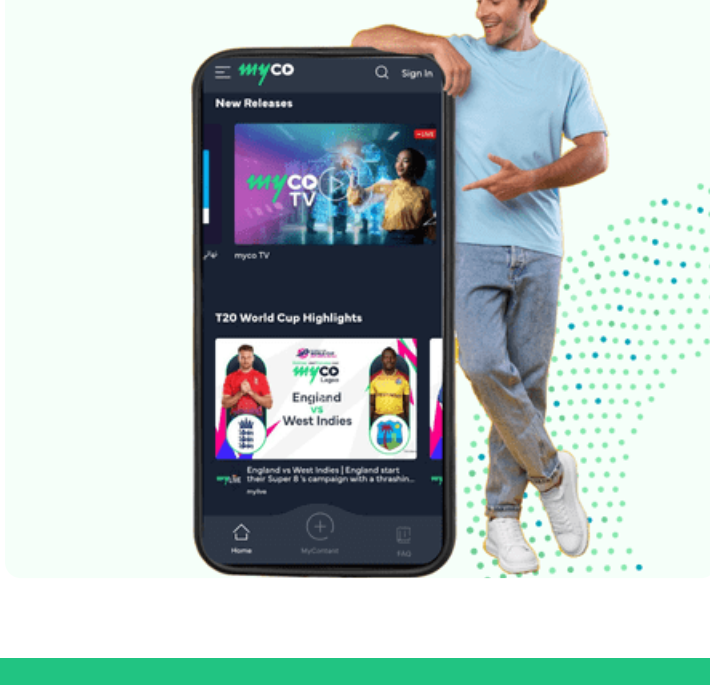
6X

uplift in customer base

About Myco



Myco is a content superapp and a revolutionary video streaming platform that transforms how consumers experience content, like sports, movies, documentaries, influencer content, and so much more. Consumers can choose from a vast library of films, documentaries, and live sports events. Their user-generated content section lets creators upload and monetize their content from the first view! While the brand started operating in Dubai, they now have customers across 200+ countries.



In the past few years, Myco has scaled rapidly to where we have 7 million users actively using our platform, we realized that we needed a partner to personalize communication with our growing customer base effectively. This is where MoEngage came in. The extraordinary customer support and tech team, combined with their forward-thinking product roadmap, made them an ideal customer engagement partner to walk with us on this journey to success.



Tariq Jaser,

Co-Founder and Head of Marketing, Myco, Myco

Business Challenge

The content superapp split their operations into two lines of business - the Web 2 side covers their streaming capabilities and the Web 3 side covers a hybrid and integrated digital wallet.

As the brand grew their presence from Dubai to over 200+ countries and their user base crossed 7 million active users, they realized that they couldn't engage with their customers manually. They also **realized the need for a customer engagement engine that would help them segment their growing customer base based on their content consumption and other behavioral patterns.**

Myco then onboarded MoEngage's Customer Engagement Platform to build and run a seamless customer engagement and automation engine that could scale with them.

MoEngage Helped Myco Optimize Engagement With Automated Journeys (Flows)

From the onset, Myco aimed to build personalized customer communication for each stage of the customer journey. After onboarding MoEngage, the brand embraced a data-driven approach to understanding the different customer segments and set up automated journeys (Flows) that allowed them to send the right message at the right time and engage with the customer holistically.

The content streaming platform setup Flows to engage customers of their streaming business, to optimize onboarding for new users, bring returning users back into the funnel, encourage creators to produce more content, and more.

They now leverage pre-built rich Push Notifications and Email templates, and personalize them to engage with users of their Web 3 business. This encourages users who've created an account on the platform but haven't linked their digital wallet.



Building Personalized Experiences to Increase Conversions

Myco leveraged customer data from the user's watch history to serve them impactful creatives based on their viewing pattern. For example, if someone has watched motor sporting content, their personalized campaign consisted of powerful imagery of classic cars. Those who watched lifestyle content got campaigns related to this and more.

The brand also leveraged gamification and ran polls on live matches and then used these responses to personalize engagement. They sent out tailor-made Push notifications to fans of the winning and the losing team. The brand was also able to send out live match updates through Push Notifications and Emails to prolong engagement. To ensure higher retention, Myco rewarded the customers who consumed content or watched matches for a long period of time.



Products Used

- 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](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).

The Result

✓ 70%+ engagement rate achieved with live polls for viewers to guess and earn

✓ 40% uninstalls won back

✓ 6X uplift in customer base

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 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!](#)

To learn more, visit www.moengage.com.