

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



189%

increase in Daily Active Users (DAUs)

40%

of uninstalls won back

About Myco



Myco is a content super-app 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 selection of films, documentaries, and live sports events. Their user-generated content section allows creators to upload and monetize their content from the first view! While the brand started operating in Dubai, it now has users across 200+ countries.



In the past few years, Myco has scaled rapidly, 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 CMO, Myco

The Challenge

As the brand's user base crossed 7 million active users, and their focus on seasonal live sporting events increased, Myco realized that they had to automate engagement with its customer base. They needed a customer engagement engine to automate flows based on their advanced set of custom events that would help them segment their growing customer base based on their content consumption and other behaviors. Myco then onboarded MoEngage's Customer Engagement Platform and Sellthru's Marketing Automation services to build a seamless customer engagement and automation engine that could scale with them.

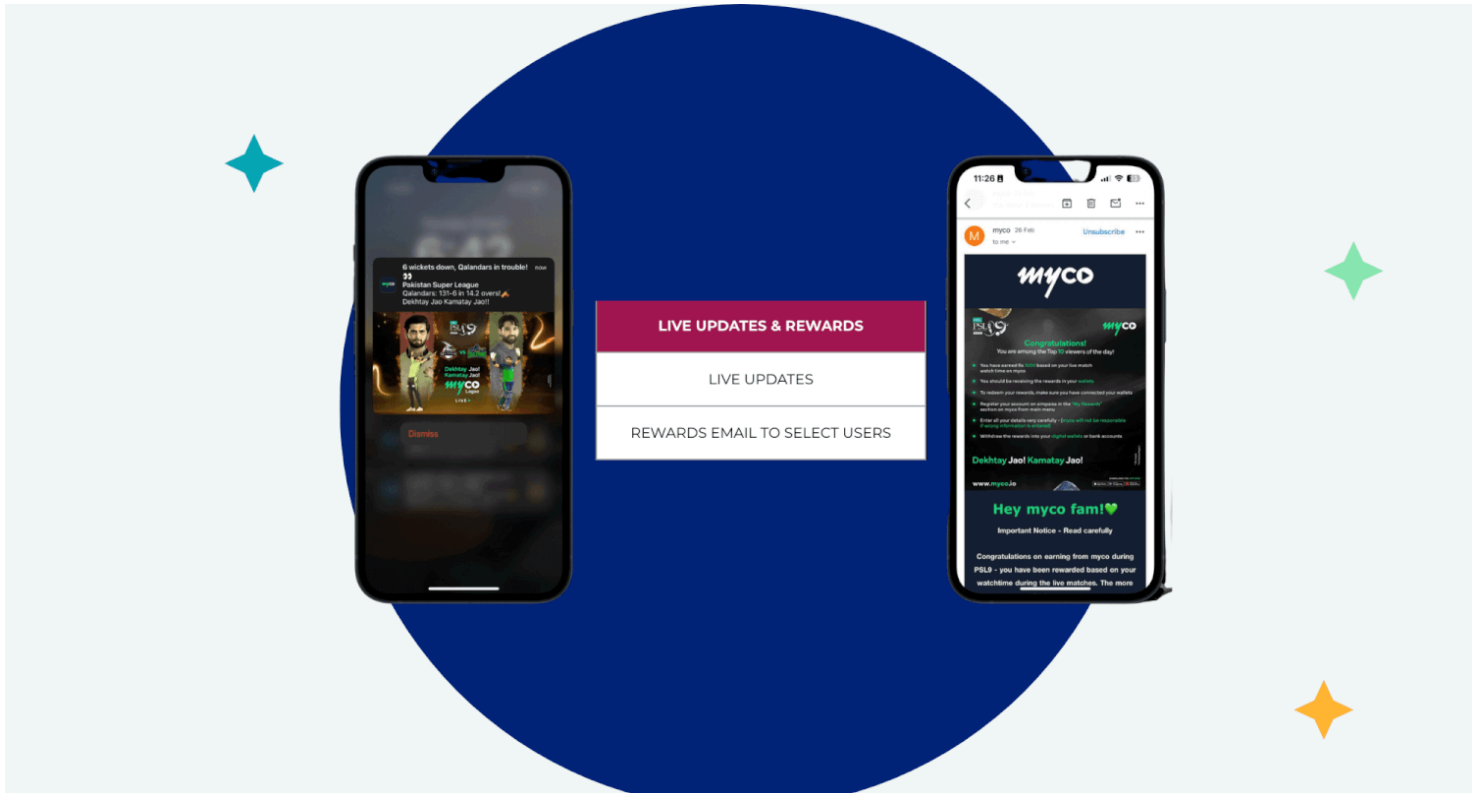
MoEngage and SellThru Helped Myco Optimize Engagement With Automated Customer Journeys (Flows)

Myco wanted to build personalized communication for each stage of the customer journey. After onboarding MoEngage and SellThru, the brand embraced a data-driven approach to understanding numerous customer segments and build automated journeys (Flows) that allowed them to send the right message at the right time. The content streaming platform setup flows to engage customers, and 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 of their digital wallet business 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 creatives based on their viewing pattern. For example, if someone watched motor sporting content, their 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 personalized Push notifications to 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 users based on their watch time. They also encouraged consumers to redeem these rewards by linking their digital wallet.



Products Used

- Email Builder**
Create out-of-the-box, personalized emails that convert, with fastest and easiest [email builder](#).
- Push Notification Templates**
Craft beautiful notifications in minutes using [no-code templates](#).
- Custom Segments**
Create [easy-to-use cohorts](#) based on behavioral, funnel, and RFM analysis.
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).

The Results

The personalized approach resulted in:

- ✓ A 48% increase in engagement during the Pakistan Super League
- ✓ 189% increase in Daily Active Users (DAUs)
- ✓ 69% increase in Monthly Active Users (MAUs)
- ✓ 40% of uninstalls won back

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.

