How POPS Worldwide **Increased Product Stickiness by** 19% via Personalized Content Recommendations



18.92%

About

increase in DAU:MAU ratio

increase in video content consumption

46%

POPS Worldwide

POPS Worldwide is Southeast Asia's leading digital entertainment powerhouse. This digital-first, consumer-obsessed, and data-driven enterprise has a track record of over 14 years of innovation, 213 billion lifetime views, and more than 427 million subscribers. Founded in 2007, POPS works with top brands and creators globally, bringing meaningful digital content to its fans in Southeast Asia, connecting brands and creators with endusers at scale. POPS curates and offers a diverse library of digital-first content including music, comics, video entertainment, and edutainment for different age groups and demographics, with a primary focus on children, Gen Z, and Millennials across Southeast Asia. POPS also provides a unique entertainment experience to its subscribers through concerts, events, shows, festivals, and more.





and MoEngage has played an important role in making each step possible. Thanks to their insights-led engagement platform, we are able to ensure our customers discover content they will love on the POPS platform.

We've taken several steps to ensure we maintain consistent growth in our DAU:MAU ratio,



Lộc Đỗ Hoàng,



MoEngage share the same values. MoEngage has proven to be a trusted partner in enabling us to provide value to our customers and increase our product stickiness significantly month-on-month.

Customer centricity is at the core of our values at POPS and it is refreshing to see



ice President of Marketing, POPS Worldwide

As with every other OTT streaming platform, maintaining a high DAU:MAU ratio is a top priority for the Marketing team at POPS Worldwide. A high DAU: MAU ratio indicates high product stickiness and

The Challenge

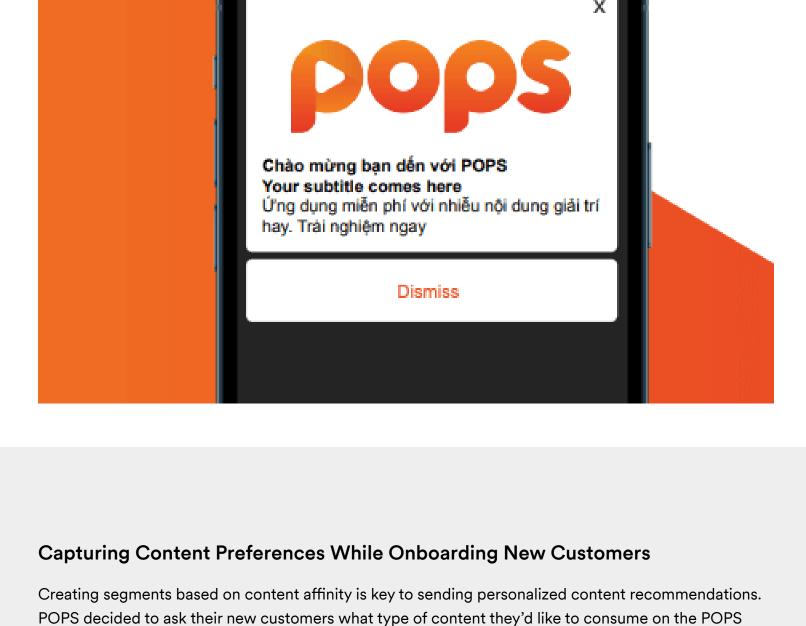
customer retention, directly increasing the overall revenue (LTV).

The POPS Marketing team created campaigns on social media to encourage binge-watching on the

POPS website and mobile app. These campaigns incentivized the customers of POPS to consume specific content on their platform (either listen to a music playlist, watch a movie or TV show, or read a

The Solution

comic issue) by sending them in-app rewards. The team then categorized customers who completed these challenges into one segment and sent them in-app messages announcing rewards using MoEngage.



platform during their onboarding, i.e. as soon as they install the mobile app and create an account. The Marketing team used emails and mobile in-app messages to capture their customers' preferences. All

Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.

Create omnichannel, personalized experiences using Al-powered analytics.

these campaigns are a part of their onboarding journey.



Deliver push notifications to more customers with proprietary Push Amplification™ Plus technology.

Omnichannel Flows

MoEngage Analytics

Push Amplification +

Products Used

The Result

The POPS Marketing team created social media campaigns to encourage binge-watching on the POPS website and app. They then categorized customers who completed campaign challenges into

content new customers liked to consume once they install the app. They sent a welcome message via a push notification as soon as the customer signs up followed by multiple push notifications, each with a different content genre over a set period. For the POPS team, a key aspect of personalized content recommendations is customer reachability. So, they used MoEngage's Push Amplification™ Plus to maximize push notification delivery for customers using Android devices. Because of this, POPS witnessed an 80% surge in push notification delivery rates.

one segment and sent them in-app messages announcing rewards using MoEngage. ● 47% increase in DAU and 64% increase in MAU ● 46% increase in conversions ● 18.92% increase in DAU:MAU ratio Upto 80% push notification delivery The team also created an onboarding journey to test what

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,

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

Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL,

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

Platforms for B2C Enterprises 2023.

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