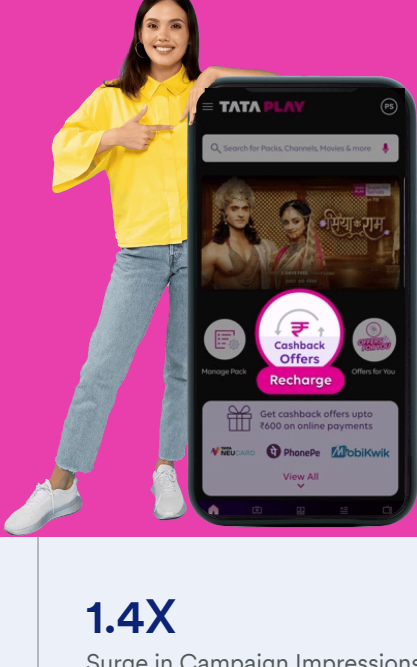
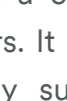


# MoEngage Enhances Tata Play Mobile App’s Campaign Efficiency with Personalization and Contextual Engagement

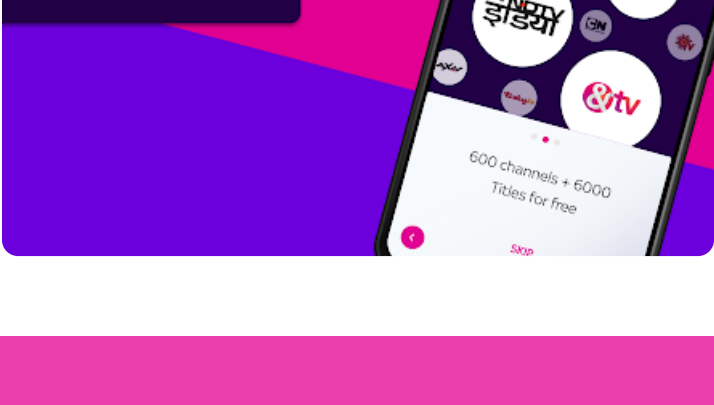


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|-----------------------------|--|--|
| <b>2X</b><br>Uplift in MAUs | <b>2X</b><br>Uplift in Upselling Revenue | <b>1.4X</b><br>Surge in Campaign Impressions |
|-----------------------------|--|--|

## About TATA Play Mobile App



TATA Play Mobile App is a companion app for TATA Play DTH subscribers. It enhances the DTH experience for TATA Play subscribers offering them a truly personalized experience to watch LIVE TV, manage their account and recharge from anywhere!



“This partnership with MoEngage has been beneficial in ensuring that we not only meet customer expectations but also continuously evolve in response to their needs. The platform’s capability to seamlessly scale campaigns for a large volume of customers is highly impressive.

**TATA PLAY** Tata Play Marketing Team,  
, TATA Play Mobile App

“ ,  
, TATA Play Mobile App

## Business Challenge

Tata Play Mobile App (TPMA) aimed to improve customer engagement by delivering a more personalized and tailored experience. The goal was to elevate customer satisfaction by matching the right TPMA products based on their individual entertainment preferences, ensuring a more relevant and impactful interaction with the brand.

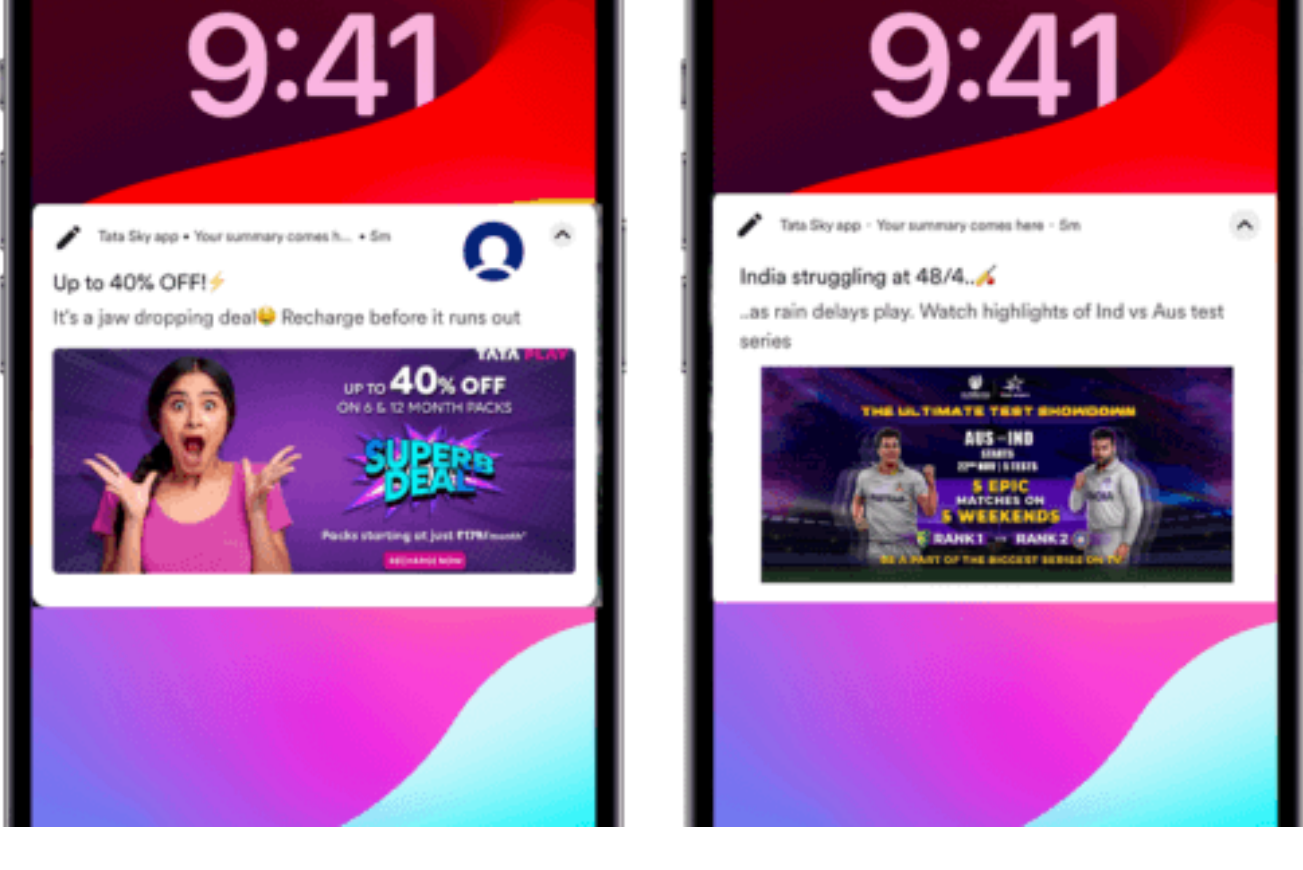
To achieve this, the brand identified the need for an agile Customer Data and Engagement Platform (CDEP) like MoEngage. This solution would enable the brand to foster greater customer loyalty and satisfaction through personalized and seamless interactions.

## MoEngage Solution

Over the past five years, Tata Play Mobile App has executed exceptional marketing initiatives with MoEngage as its trusted Martech platform. This enduring collaboration has empowered TPMA to achieve remarkable results, highlighting the effectiveness of the brand’s strategic engagement efforts.

Tata Play Mobile App's success underscores the value of innovative partnerships in driving exceptional brand performance. So, let’s look at how the brand effectively utilized MoEngage to address its evolving business challenges:

- **Integration With The In-House Cms:** The integration of the brand’s CMS with MoEngage has transformed targeted outreach for Tata Play Mobile App's campaigns. By leveraging the data insights provided by MoEngage, the brand is now able to create more relevant and impactful campaigns that resonate with its customers.
- **Tailoring Content for Long-term Retention:** Initially, the brand was focused on using MoEngage solely to bring users to view content on the Tata Play Mobile App. However, the strategy and focus have now evolved significantly, and the brand leverages the platform for much more. Significantly improving the overall viewer experience by leveraging MoEngage’s segmentation and personalization features, the brand now delivers personalized OTT and Linear content recommendations that align perfectly with customers’ viewing preferences.
- **Scaling Push Campaigns:**The brand has also significantly enhanced both the quality and effectiveness of its push campaigns. They are now able to execute highly targeted campaigns, leveraging advanced personalization techniques. Each notification is tailored to individual user needs, such as sending timely alerts for upcoming recharge expirations, ensuring that customers receive relevant and meaningful reminders. This shift not only improves the effectiveness of the campaigns but also enhances overall customer experience leading to high satisfaction levels.

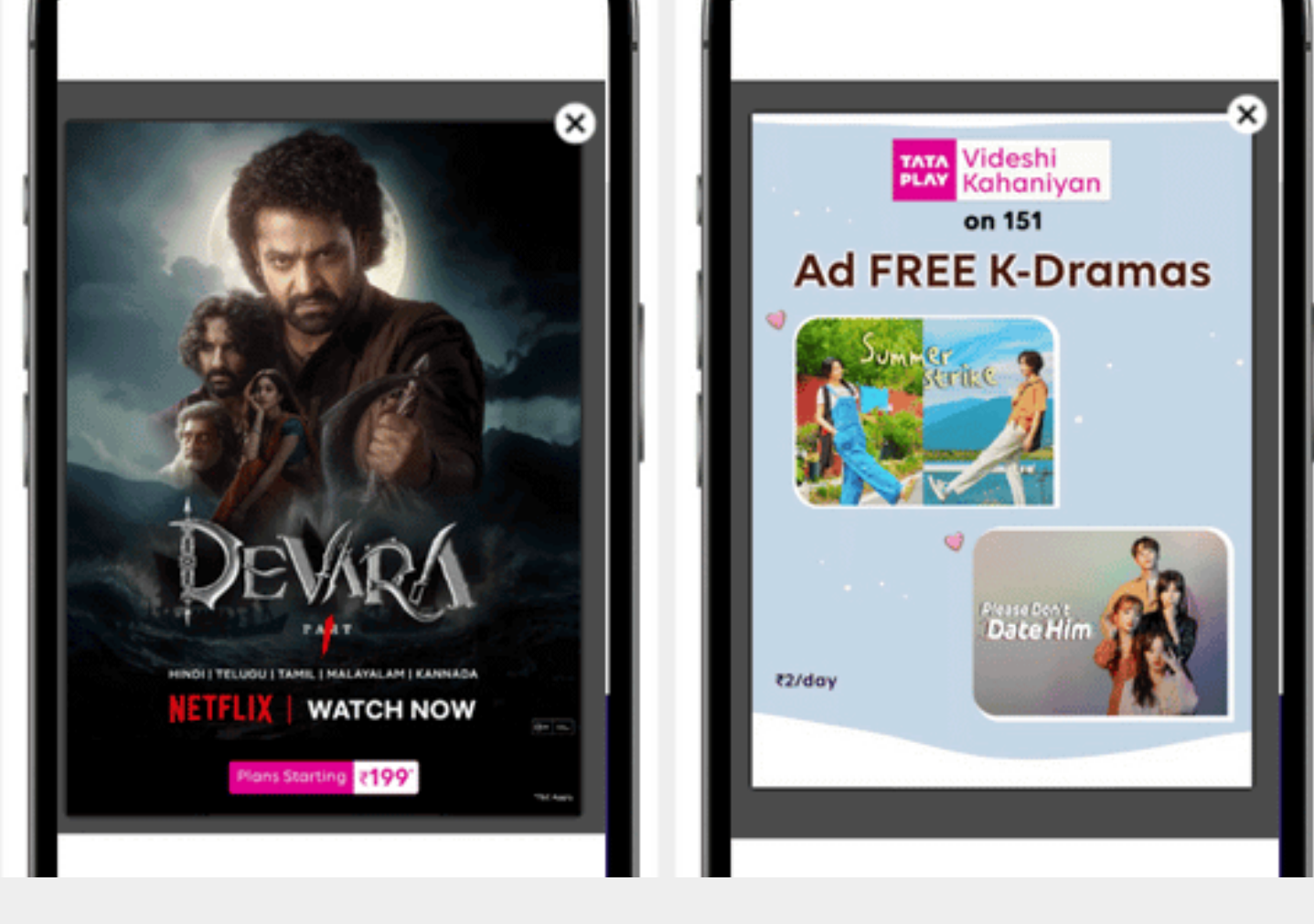


## Impact of Partnering with MoEngage

This partnership highlights the importance of an agile Martech stack for consumer brands today. It allows brands to respond quickly to consumer needs and preferences, creating impactful experiences seamlessly.

Some of the key outcomes of this collaboration include:

- **Increased App Engagement:** Thanks to the implementation of contextual push notifications, the share of Monthly Active Users (MAUs) visiting the Tata Play Mobile App has seen a 2X surge. Such targeted marketing initiatives have significantly enhanced the brand’s user interactions and loyalty.
- **Boosted Upselling Revenue:** The brand has successfully uplifted upselling revenue for focus products by an impressive 2X. By delivering personalized and relevant offers to customers, Tata Play Mobile App has, therefore, seen tangible financial returns.
- **Enhanced Campaign Efficiency:** The number of campaigns executed has skyrocketed by 3X, all while improving click-through rates (CTRs). Owing to their contextual nature, campaign impressions have also increased by 1.4X. This efficiency is a testament to the effectiveness of MoEngage’s platform in optimizing marketing efforts and spends.



## 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, TATA Play Mobile App was able to:

- ✓ 2X Uplift in MAUs
- ✓ 2X Uplift in Upselling Revenue for focus products
- ✓ 1.4X Surge in Campaign Impressions

## 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, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, 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 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 [www.moengage.com](http://www.moengage.com).