

# Gaming, Media & Entertainment Brand Stories of Powerful User Engagement and Retention



# Welcome to the third collateral of the **Gaming, Media & Entertainment** **Master Pack**

WebEngage has been a part of the noteworthy evolution of the Gaming, Media and Entertainment industry - by powering user engagement and retention for several leading brands across the globe.

As you flip through the pages of the customer spotlight booklet, you'll be fascinated to discover how some of our leading gaming, media and entertainment clients like Junglee Games, Zengaming, Alt Balaji and Modrykonik are accelerating their user engagement and retention using **WebEngage's** marketing automation platform. And driving massive success by delivering one-to-one, highly memorable user experiences.

Happy reading!



**Keyur Dhama**

VP - Customer Success  
WebEngage



**Aswin Ravi**

AVP - Customer Service and Implementation  
WebEngage

Junglelee Games is the fastest growing skill games company with over 10 million users spread across South East Asia.

Headquartered in San Francisco, they're also one of the top software innovators in the industry of web and mobile games. Their top grossing game Teen Patti has millions of active users.



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With WebEngage's marketing automation platform, we've been able to run multi-channel user journeys for a diverse set of use cases. We were able to efficiently engage with our users through targeted, contextual and personalized communication. This helped us drive engagement and fuel up our business growth.



**Mohul Mukherjee**

Associate Vice President - Product Marketing  
Junglelee Games



# Targeted, cross-channel journeys up the retention marketing game

With the growing enthusiasm for gaming, we had a massive opportunity to grow our user base. We also aimed at converting high LTV players into frequent players. Moreover, we wanted to make sure that these players also made the final transaction. So the goal was to hit the bull's eye. But how do we do it was a question.

We found WebEngage just in time. We were able to nudge the users to engage and upgrade them to higher levels on the game. Free users were motivated to play games with rewards. High LTV users (players) were encouraged to improve gaming frequency and derive more value by playing one extra game or for playing for one extra day, and so on.

We could do this because of the scalability and features that WebEngage provides.

01

## Goals

Convert free users to paid users

Improve repeat usage

Convert dropouts from checkout flow

## Challenges

Clubbing user preferences with behavioral data for targeted communication

Identifying the right segment of users & setting up intent-based triggers

Identifying failed transactions & sending real-time communication to reduce the drop-offs

## Key Results

**64.39%**

unique free to paid free to paid tier conversions using multi-channel journeys

**86.55%**

unique conversions through targeted communication for high LTV players

**9.33%**

boost in conversions by users whose transactions failed previously

ALTBalaji is a subscription-based Video-On-Demand (SVOD) platform and is a fully owned subsidiary of Balaji Telefilms Ltd. Available across multiple devices ranging from desktops, laptops, tablets, smartphones, game stations to internet-ready television, ALTBalaji marries state-of-the-art technology with gripping storytelling.

They are one of India's leading Over-The-Top (OTT) media players with over 500+ hours of original content belonging to a wide variety of content categories.



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We, at ALTBalaji, take marketing tech stack seriously and continue to invest in the same. The WebEngage team has been proactively working with us on automating user journeys and the results are astounding! Real-time triggers and messages have proven to increase key KPIs to as high as 75% in some cases. Hand-holding the user has resulted in happy and retained customers thereby directly impacting LTV.



**Manav Sethi**  
Chief Marketing Officer  
Ex - ALTBalaji





# Triggered and timely campaigns drive **30% increase in user retention rates**

As India progresses steadily to the maturity stage of the smartphone era, the confines of closed-room television viewing have started to disintegrate. Fuelled by access to better tech and the proliferation of 4G mobile data, consumer behavior is evolving.

ALTBalaji realized the high-intensity impact of content consumption early on. They wanted to drive user retention and ensure that users who landed on their platform or downloaded their mobile app to watch the video content.

At ALT Balaji, we were looking to pitch high-rated content to users who haven't played any video so far after installing/ upgrading the app. This would encourage users to stay on the platform for longer and keep coming back in the long run to consume more video content.

WebEngage's Marketing Automation platform helped us create intelligent user journey campaigns to increase the video views for users who are using the app. We effectively managed to send real-time communication to users across different engagement channels like push notification and email. The contextual, timely nudges helped us drive user engagement and retention.

02

## Goals

Increase overall  
user retention rate

Boost user  
engagement &  
platform stickiness

Drive video views  
on the app

## Challenges

Identifying high-intent  
users for maximum  
conversions

Delivering the right  
communication on  
the right channel

Sending  
personalized video  
recommendations  
based on user's watch  
history

## Key Results

**30%**

increase in user  
retention

**75%**

increase in Day 7  
retention

**9.51%**

uplift in the number of  
video views on the  
app

Modrykonik.sk is the social network for mothers in Slovakia and the Czech Republic. Women use it to share and discuss motherhood issues, share the joy of growing a family, and find new local connections. In Slovakia, every fourth woman in age 20-39 visits Modrykonik.sk at least once a month.



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Before we stumbled upon WebEngage, we used traditional offline surveys and found them extremely slow, difficult to run and very expensive. Now with WebEngage, we survey our customers effectively, see instant reports in a user-friendly interface and importantly, at a very low cost.



**Robert Veres**

Co-founder  
Modrý Koník

# Personalized, targeted surveys lead to **90% reduction in overall surveying cost**

As part of its website monetization strategy, Modrykonik.sk enabled businesses to advertise on its site. To add value for advertisers, the Product team at Modrykonik.sk decided to survey its users to help advertisers discover insights around their products.

Initially, they did offline surveys hiring a third-party service & used emails to survey registered site users but the results were unsatisfactory. Third-party services turned out to be uneconomical in the long run. And, emailing survey questionnaires consumed too much time to incite a response, with poor response rates.

At Modrykonik, we were looking for an effective, quick, and inexpensive way to survey our site visitors. And WebEngage came to the rescue as an effective alternative to panel management system software.

After partnering with WebEngage, we were able to effectively understand the site visitor characteristics and gather insights about and around the business of our site advertisers. We were able to run targeted surveys on our site and combine them with other sociological research conducted offline to deliver a complete picture of the specifics of consumer behavior. Thus improving the overall conversion rate.

## Goals

Reduce the cost of  
conducting  
surveys

Accelerate the  
survey response  
time by visitors

Boost  
conversion rate

## Challenges

Reducing dependency  
on third party tools  
to run targeted  
surveys

Reaching out to  
known and unknown  
site visitors

Mapping site visitors'  
product preferences

## Key Results

**90%**  
reduction in  
survey cost

**80%**  
reduction in survey  
completion time

**60%**  
increase in the  
number of orders  
placed

We hope you enjoyed reading the success stories of some of the leading Gaming, Media and Entertainment brands and gaining insights on how you can leverage the power of marketing automation to fuel up your business growth.

We, at WebEngage, are determined to help you execute your user engagement and retention marketing initiatives via our full-stack marketing automation platform and help you stay ahead of the game, always!

Our next product handbook will help you explore how marketing automation powers user engagement and retention for online gaming businesses.



# Create engaging customer experiences that matter.

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

[Schedule my free demo](#)



WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

## TALK TO US TODAY



+1 (408) 890-2392, +91 (022) 6110 2400



[support@webengage.com](mailto:support@webengage.com)



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