How *Tempo Media* Built a Real-Time Subscriber Engagement Engine with WebEngage

MEDIA & PUBLISHING · INDONESIA

Founded in 1971, *PT Tempo Inti Media Tbk* spans Majalah *Tempo*, *Tempo.co*, and *Tempo English*. As its subscriber ecosystem expanded across Web, Android, and iOS, Tempo connected subscriber data, lifecycle communication, and digital subscription performance through WebEngage.



The Opportunity

Tempo was engaging digital subscribers across multiple platforms, but customer data, campaign execution, and revenue measurement were fragmented. Audience segmentation required significant manual effort, behavioural insights were not available in real time, and channel performance was largely assessed through backend click attribution.

Subscriber Behaviour

A clearer view of how users moved across the lifecycle

Retention

Better visibility into where digital subscribers were retained or lost

CLTV & CAC

A stronger view of customer value against acquisition cost

Channel Performance

Clearer visibility into which channels created stronger returns

This created the foundation for a subscription growth model built around **customer behaviour, retention, and profitability**.

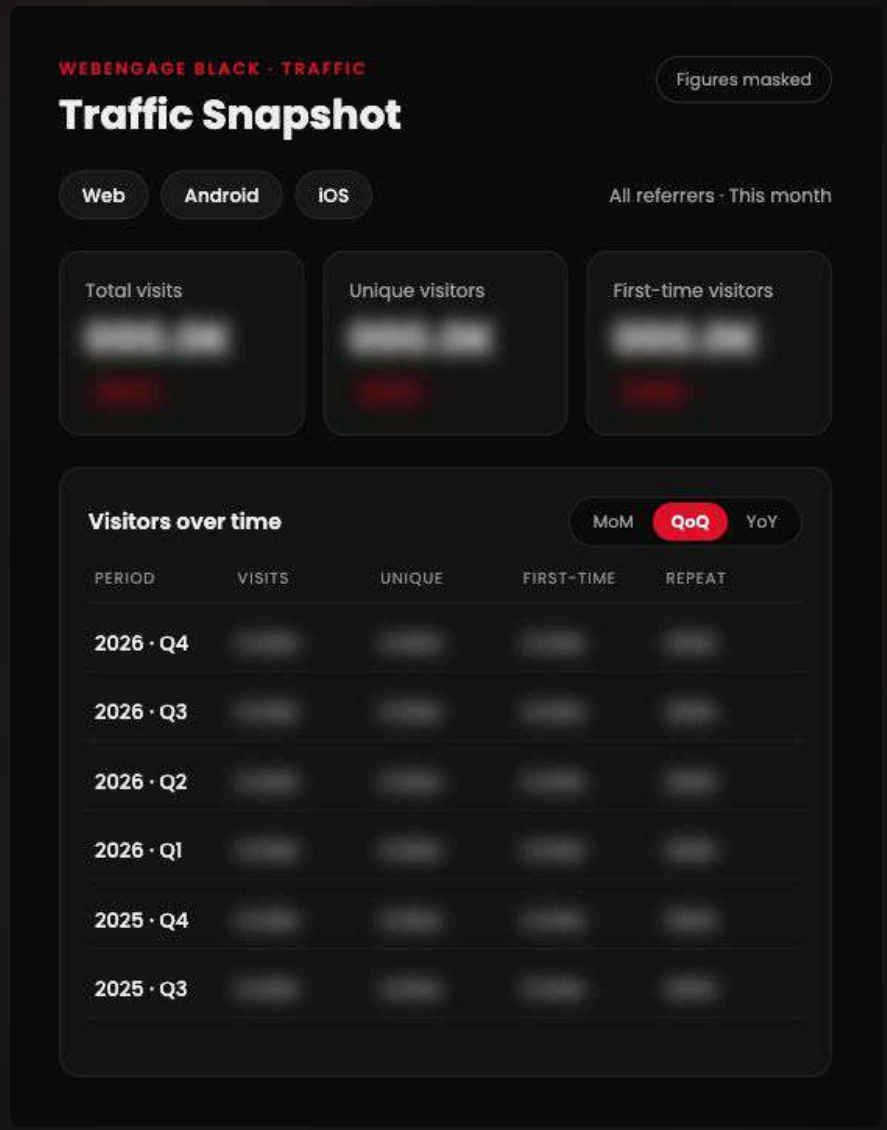
1. Bringing Digital Subscriber Data Into One Connected View

The first step was to reduce fragmentation across *Tempo's* digital ecosystem. WebEngage brought behavioural and engagement data from **Web, Android, and iOS** into a unified customer layer, giving the team a clearer view of how digital subscribers interacted across platforms.

Tempo could activate this data across channels:

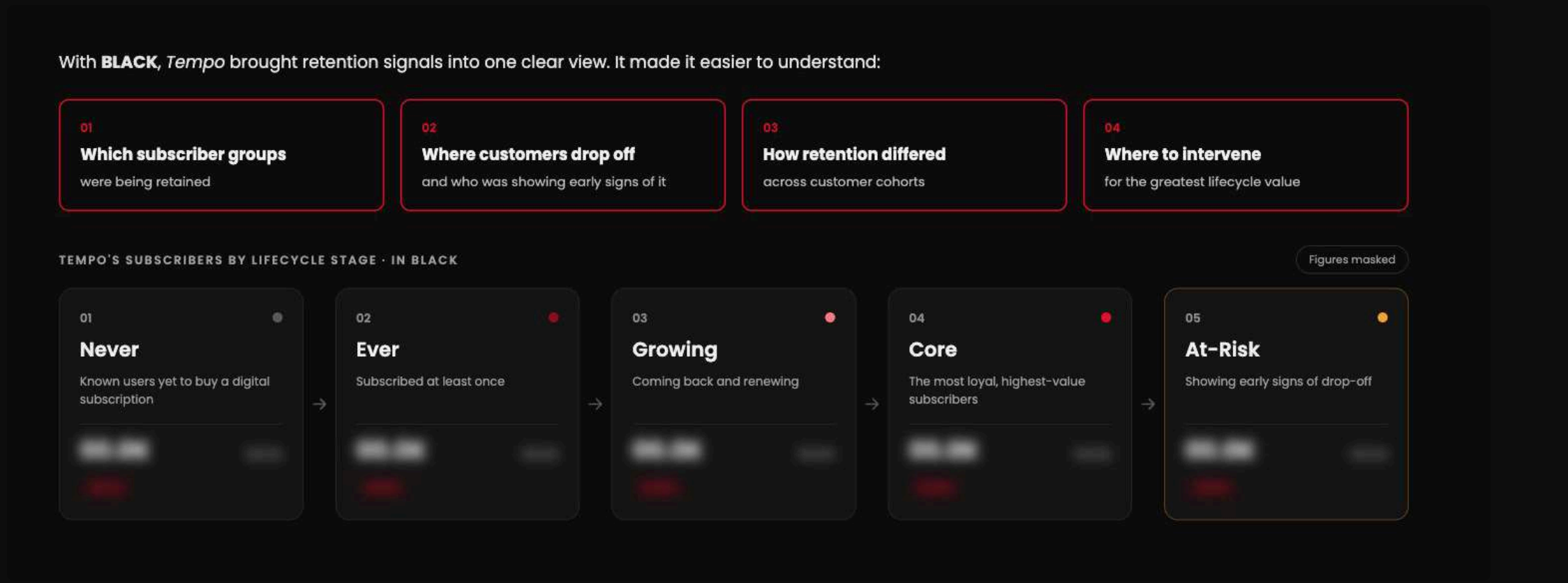
Email	**Mobile Push**	**Web Push**
In-App & On-site	**WhatsApp**	**SMS**

This gave the growth team a more structured way to move from customer signals to lifecycle action.



2. Making Digital Subscriber Retention Easier to Pinpoint

With **BLACK**, *Tempo* brought retention signals into one clear view. It made it easier to understand:



The Core Question: WebEngage BLACK helped Tempo track cohort retention over time and decide who to retain, where to intervene, and which subscriber groups deserved greater attention.

3. Connecting Retention With CLTV and CAC

Retention became more useful when viewed alongside customer economics. *Tempo* needed to understand whether the digital subscribers it acquired and retained were creating enough long-term value to justify the investment behind them. **BLACK helped bring CLTV and CAC into that decision-making process.**

CLTV

Understand the long-term value generated by different customer cohorts.

CAC

Evaluate the cost of acquiring customers through different marketing channels.

Retention

Identify which subscriber groups continued to create value over time.

Channel Profitability

Compare acquisition cost with customer value to understand where investment was more sustainable.

- Together, these signals helped *Tempo* answer a critical growth question: **Which digital customers and channels were creating the strongest long-term returns?**

4. Prioritising Channels Based on Customer Value

With a clearer view of retention, CLTV, and CAC, *Tempo* could assess channel performance through a broader profitability lens, moving beyond clicks to understand how different channels contributed across the subscriber lifecycle.

High-Value Acquisition

Prioritise channels where customer value justified acquisition cost.

Retention

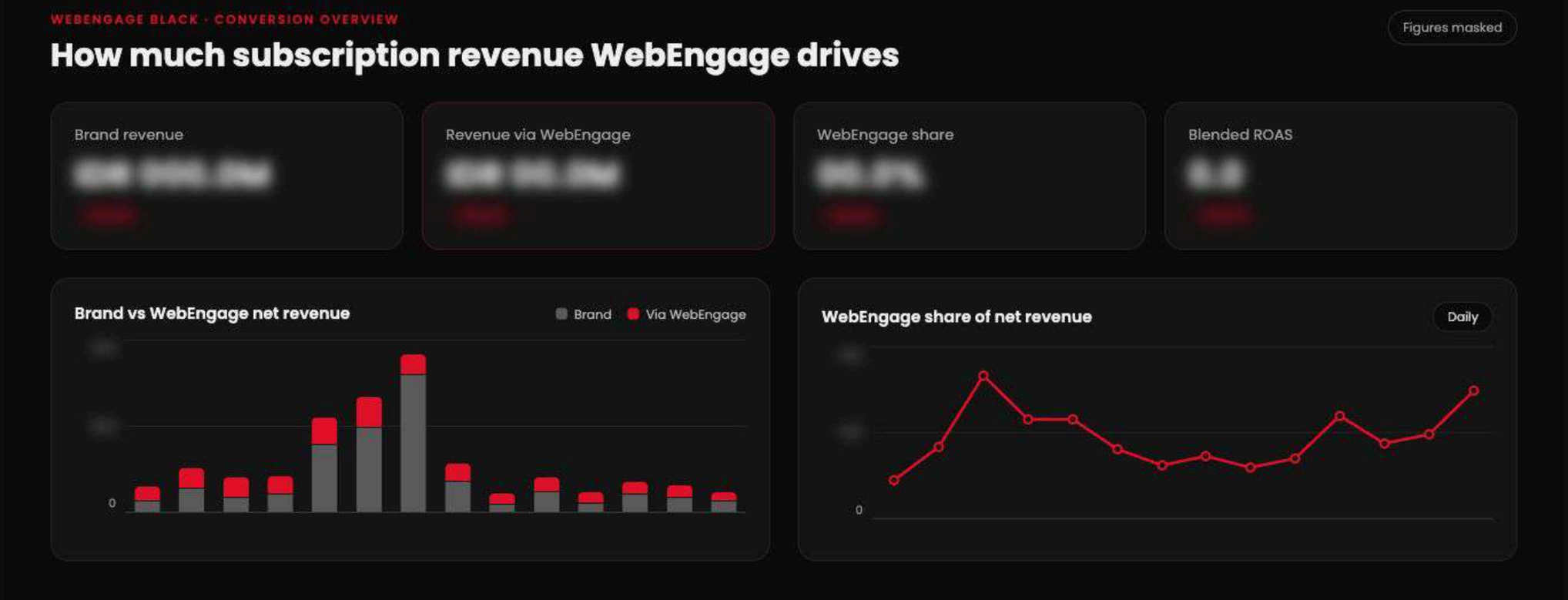
Use lifecycle channels to keep valuable digital subscribers engaged.

Conversion

Focus on channels showing stronger purchase intent and contribution.

Lower-Efficiency Investment

Reassess channels where acquisition cost was less aligned with long-term value.



5. Turning Mobile Push Into a High-Performing Revenue Channel

With digital subscriber behavior connected to campaign execution, *Tempo* scaled Mobile Push as an effective engagement channel.

52.6%

↑ Unique Clicks

Significant increase in customer engagement quarter-on-quarter.

11%

↑ Subscription Transactions

Digital subscription transactions grew from Q1 2026 to Q2 2026.

360.4%

↑ Impression-Through Revenue

Mobile Push became an important contributor within Tempo's engagement strategy.

Growth in clicks and impression-through revenue showed that Mobile Push was becoming a **stronger contributor to *Tempo's* digital subscription journey**.



6. Connecting Engagement With Digital Subscriber Growth

Tempo connected data, channels, automation, and analytics to create a more responsive subscriber lifecycle. Digital subscription performance improved quarter over quarter.

16%

Digital Subscription GMV Growth

Quarter-over-quarter growth

11%

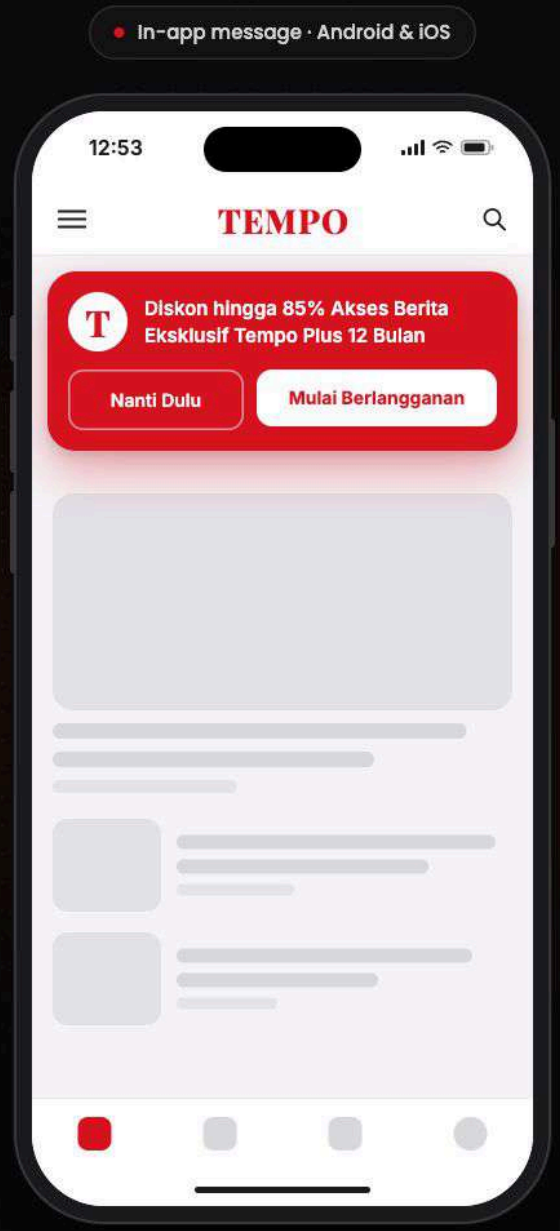
Digital Subscription Transaction Growth

From Q1 2026 to Q2 2026

4%

Average Order Value Growth

Digital subscription monetization



7. Building an Always-On Digital Subscription Recovery Engine

Tempo automated renewal and retention communication around subscriber behavior and important lifecycle moments, extending engagement beyond acquisition.

1

Behavioral Triggers

Use subscriber activity to trigger timely communication.

2

Lifecycle Engagement

Coordinate renewal and retention communication across channels.

3

Post-Expiry Renewal

Re-engage digital subscribers within 30 days after digital subscription expiry.

The **Digital Subscription Renewal Grace Period V.02** journey recorded **31.59% revenue growth**.



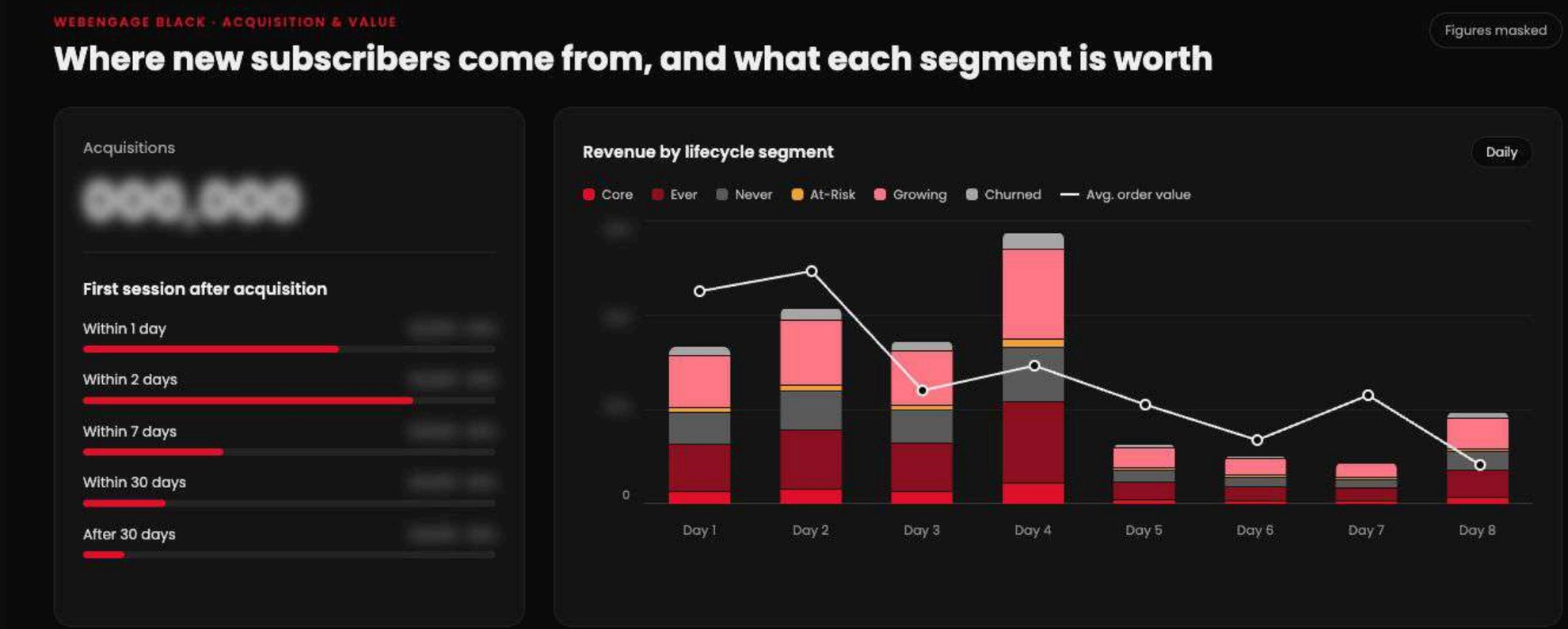
8. Understanding Where Digital Subscriber Value Was Coming From

Largest Transaction Segment

The **50K–100K pricing tier** represented the highest share of subscription transactions by volume.

Highest GMV Contribution

The **500K–1M tier generated the highest GMV** despite representing a smaller share of transactions.



Subscription volume and digital subscription value were not always concentrated in the same customer groups. This reinforced the need to look beyond transaction volume and understand the value different digital subscriber groups contributed, making **customer value an important part of how acquisition, retention, and channel decisions were evaluated**.

The Overall Impact

Tempo's Q2 2026 performance reflected stronger growth across digital subscriptions, revenue contribution, and marketing efficiency.

16%

↑ Total Digital Subscription GMV

Revenue grew faster than subscription volume during the quarter.

11%

↑ Digital Subscription Transactions

Digital subscription transactions grew from Q1 to Q2 2026.

45%

of GMV via WebEngage

Share of total digital subscription GMV.

4%

↑ Average Order Value

Digital subscription monetization improved.

37%

of Orders via WebEngage

WebEngage contributed to 37% of total platform orders.

10.8

Overall Campaign ROI

Campaign ROI increased 5%.

Beyond the Metrics

Beyond campaign performance, WebEngage and **BLACK** helped *Tempo* sharpen how subscriber growth decisions were made.



Clearer Visibility

Subscriber behaviour became easier to understand across platforms. Retention opportunities became easier to pinpoint.



Smarter Automation

Lifecycle engagement became more automated. Digital subscription recovery became an always-on lifecycle motion.



Profitable Prioritisation

CLTV and CAC became part of channel evaluation. Marketing investment could be prioritised around customer profitability.

The result was a more connected operating model where *Tempo* could understand **who to retain, what those customers were worth, and which channels deserved greater investment**.

A Connected Digital Subscriber Engagement Engine

Tempo's evolution was about creating stronger visibility across the economics of digital subscription growth. WebEngage connected customer data, engagement, and lifecycle automation. **BLACK** helped *Tempo* interpret those signals through **retention, CLTV, CAC, and channel profitability**.

Higher Subscription GMV

16% QoQ growth, with revenue outpacing volume.

Stronger WebEngage Contribution

45% of total digital subscription GMV attributed.

Improved Campaign ROI

Overall campaign ROI reached 10.8, with 5% growth.

Structured Subscription Recovery

Digital subscription renewal journey revenue grew 31.59%.

Tempo now has a stronger foundation to make subscriber growth decisions around **customer value, retention, and channel economics**.



Erwin Daniel

Head of Growth and Revenue – Subscriber Growth & Lifecycle, Tempo

The Brand Team Talks

WebEngage has helped us turn audience engagement into measurable business growth. By delivering more relevant, timely, and personalized experiences, we're strengthening subscriber relationships while driving meaningful contributions to our subscription revenue.