MEDIA & PUBLISHING | INDIA

How Vikatan automated subscription renewals with WebEngage

Vikatan is one of India's prominent Tamil-language media and publishing groups, with a legacy across magazines, digital publications and online content. Popular titles include Ananda Vikatan and Junior Vikatan, serving readers across print and digital. Subscriptions span multiple publications and durations, so the digital business depends on keeping readers engaged and renewing on time.

30%	31%	2.4X
Journey CTR increase	**In-app CTR increase**	**Higher in-app conversion**



One reminder couldn't serve every subscriber

Subscribers span many publications, plans and renewal stages.

Vikatan needed to:

- **Reach readers before or around expiry**
- **Follow up with those who hadn't renewed**
- **Personalize reminders by plan**
- **Stop messaging once a renewal was completed**

The solution: two WebEngage journeys that adapt to renewal behavior

1

Eligibility check - Who is due to renew

2

Reminder - Timely message on the right channel

3

Wait - Give the subscriber time to act

4

Renewal check - Has the subscriber renewed?

5

Exit follow up - Stop once renewed, otherwise follow up

Two WebEngage journeys automate renewal reminders, follow-ups and exits, reconnecting at-risk subscribers based on their behavior.

> **Segments and message variants are managed centrally.**

D-1 and D-0: reaching subscribers before and on renewal

Eligible subscribers enter automatically. Those who renew exit; the rest get further reminders. Eligibility checks, wait periods and branching guide readers to renew, running continuously.

D-1: Re-engaging expired subscribers

40.3%

Click-to-renew conversion, among engaged subscribers

12.7%

In-app CTR, one of the strongest channels

95.7%

Message delivery rate, D-1 journey

D-1 journey CTR rose about 30% during the measured period.

D-0: Reaching subscribers on their renewal date

2.4X

Higher in-app conversion than the journey average

93.6%

In-app message view rate, D-0 journey

95.6%

Message delivery rate, D-0 journey

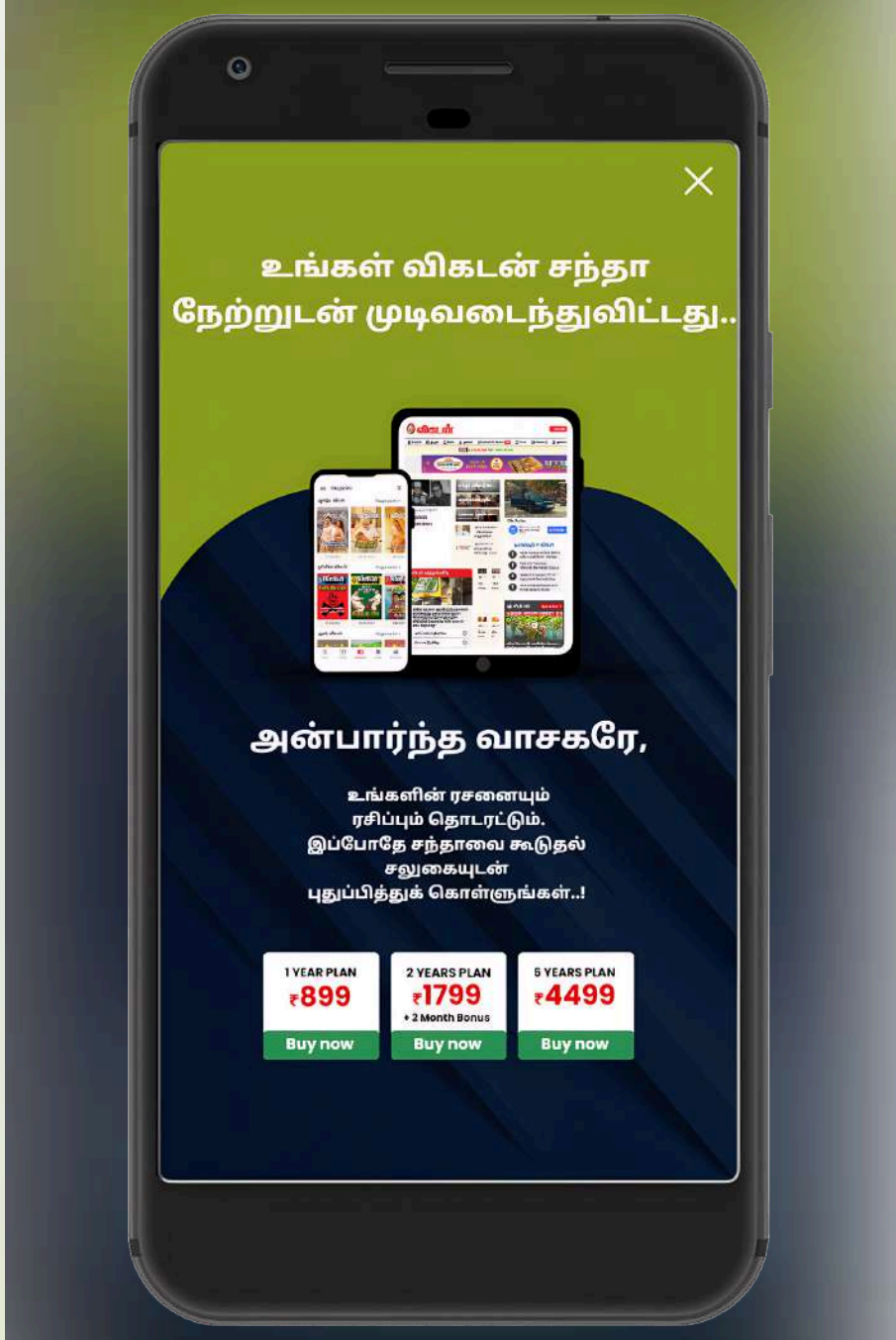
The in-app renewal offer readers see

The popup tells readers their Vikatan subscription has ended.

In-app messages reach readers inside Vikatan's own digital properties.

1-, 2- or 5-year plans · readers choose the plan

Buy now · one tap to renew

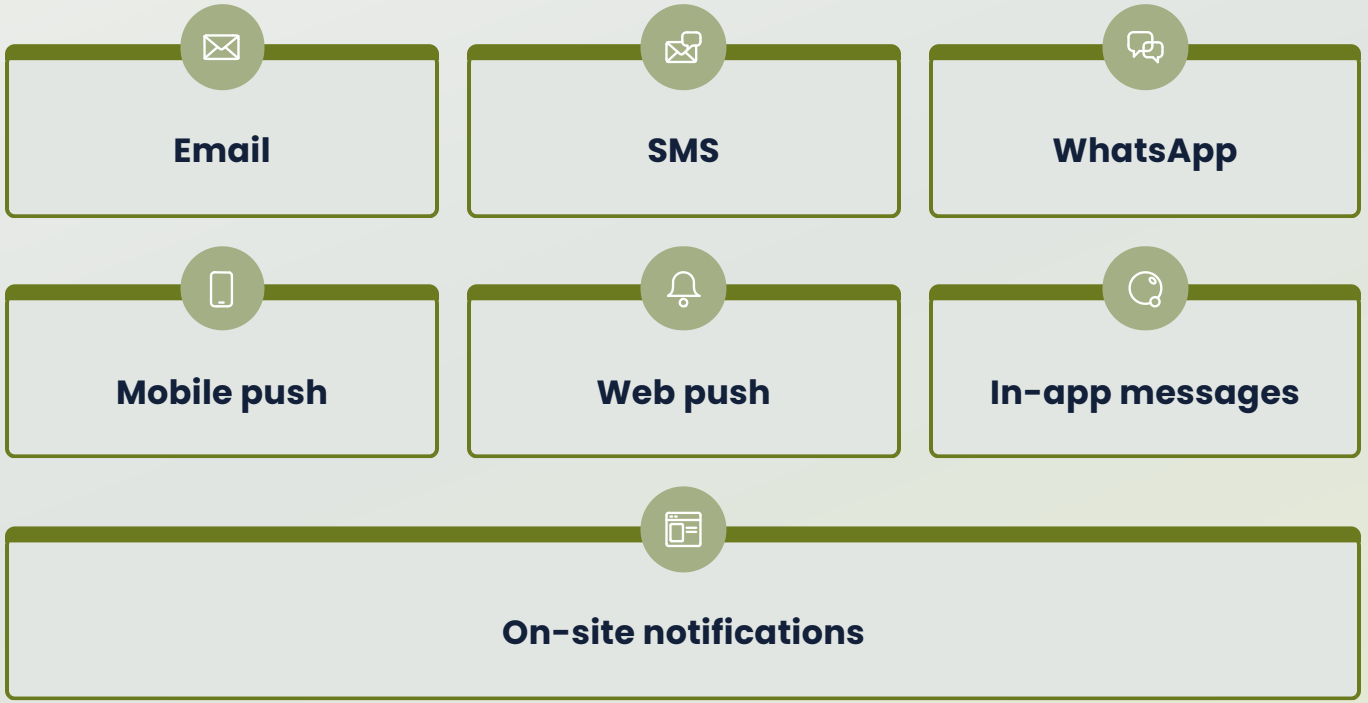


Personalized across seven channels

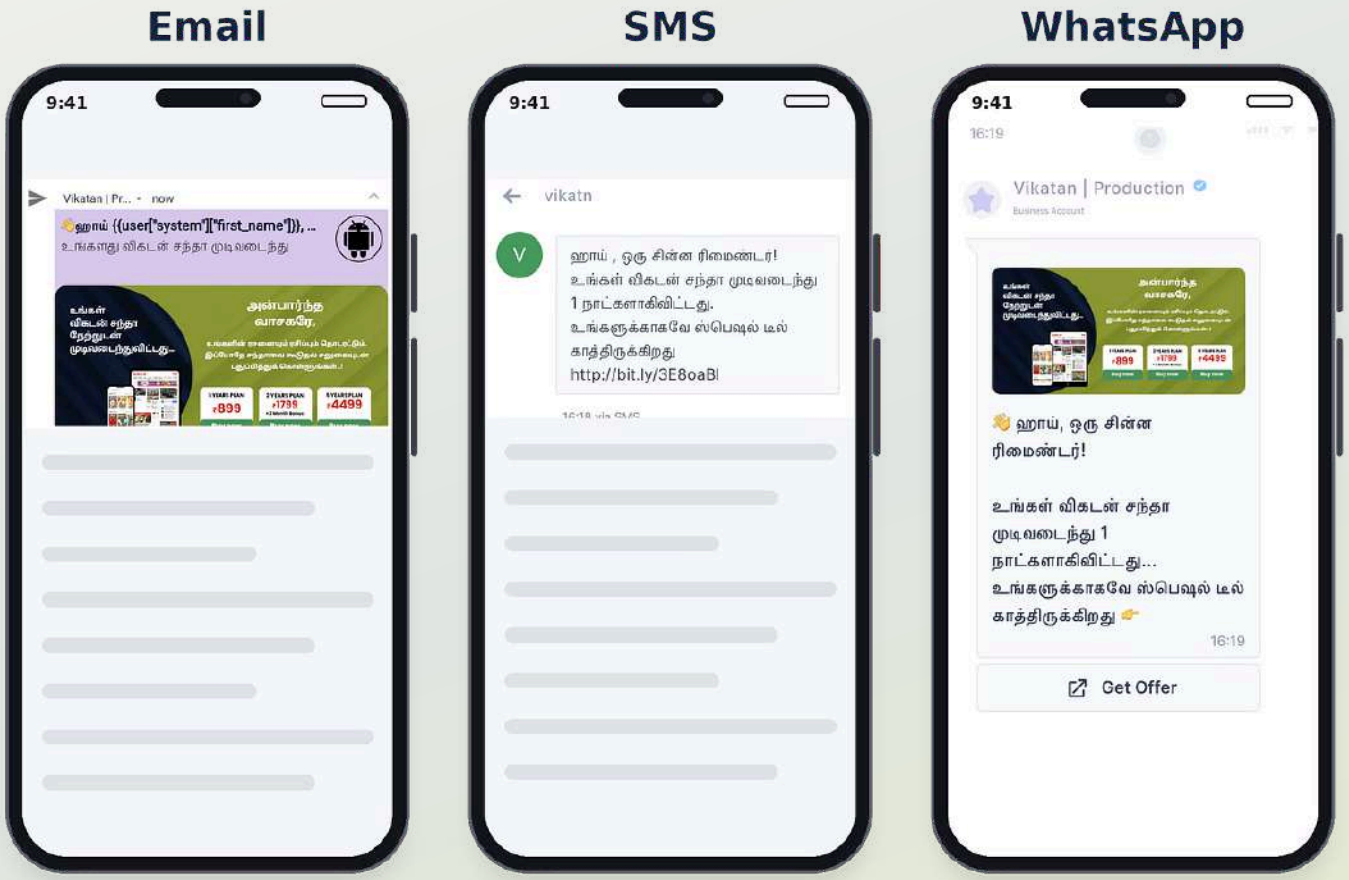
Plans ranged from **one month to five years**, with publication-specific variants.

Most effective touchpoints

In-app and on-site notifications were especially effective.



One campaign, three touchpoints

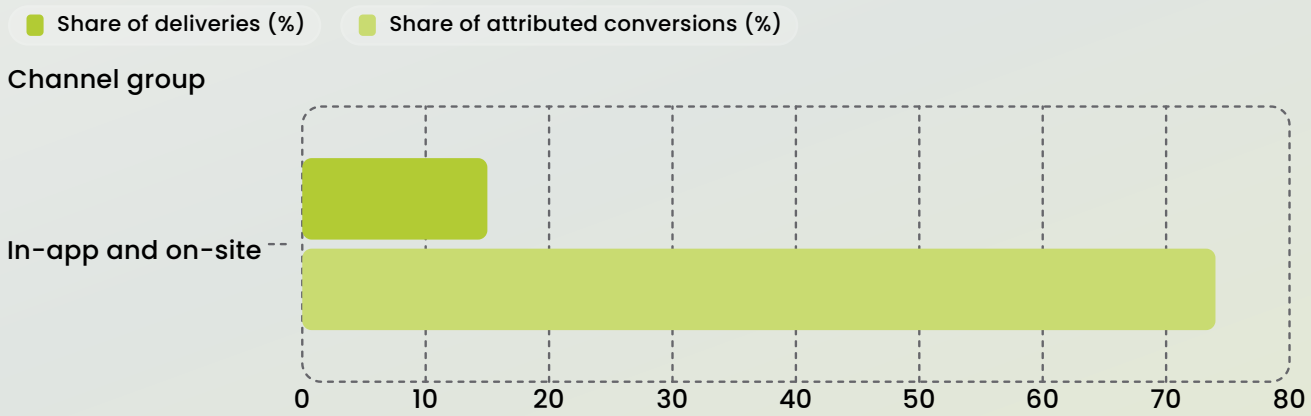


In-app and on-site drove 74% of D-1 conversions from 15% of deliveries

74%

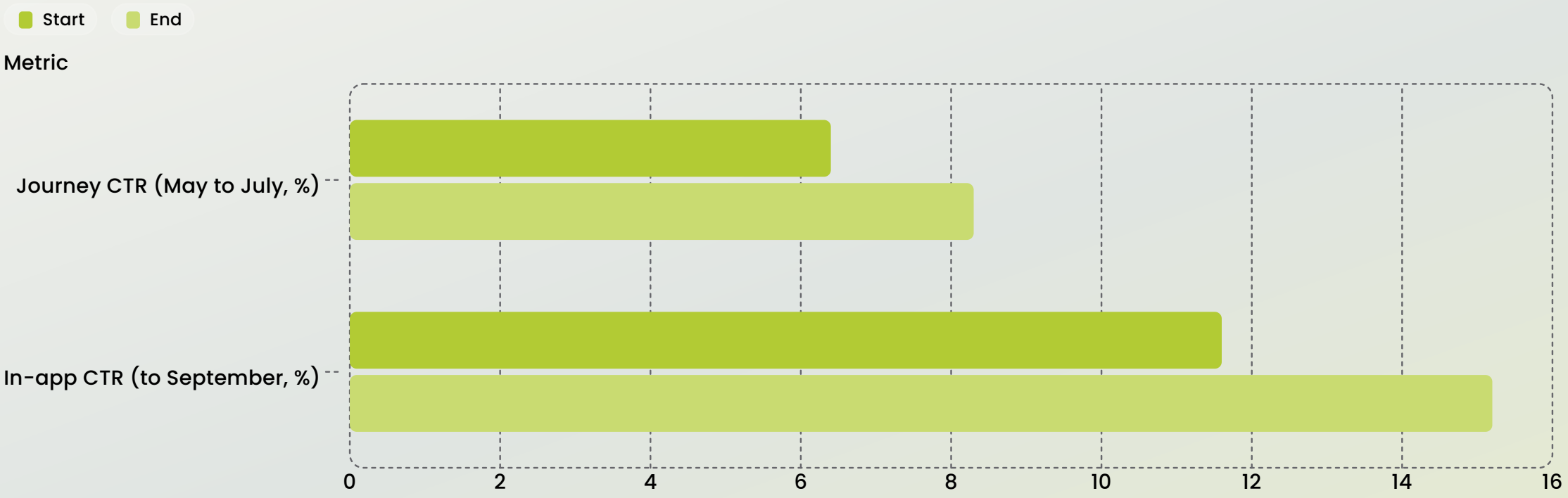
of attributed conversions

from just 15% of message deliveries



Journey-level insights showed engagement climbing

Journey CTR rose about 30%; in-app CTR about 31%.



One-month subscriptions converted at **2.99% in D-0**; specific publication-level plans converted higher.

The impact: stronger engagement, more consistent renewals

30%

Increase in journey CTR

31%

Increase in in-app CTR

2.4X

Higher in-app conversion rate

40.3%

Click-to-renew conversion rate

Both journeys kept delivery **above 95%** across channels.

The way forward: building long-term subscriber relationships

1

Refine communication timing

Use journey engagement insights to time reminders

2

Improve channel selection

Choose the channels that convert best for each reader

3

Personalize renewals

By subscriber behavior and plan preferences

Renewals are now a connected, measurable, automated lifecycle.



Nirmal Jayaraj

Assistant Manager, Vikatan

From the Brand Team

WebEngage has been a key growth enabler for our subscription business, helping us drive conversions, renewals, and customer retention through personalised, data-driven engagement. Its multi-channel capabilities, audience segmentation, and marketing automation have enabled us to deliver the right message to the right user at the right time. It has strengthened our customer lifecycle marketing, improved campaign effectiveness, and contributed significantly to driving subscription revenue and long-term customer value.



Aman Singh

Manager - Retention Consultant, WebEngage

From our Retention Consultant

Partnering with Vikatan has been a real highlight for me. They have decades of history in Tamil publishing, so we knew we had to get renewals right for their readers. We started small, with a D-1 and a D-0 renewal journey, and tuned them by channel, by plan and by when to stop messaging someone who had already renewed. One surprise was how well in-app and on-site messages performed: only about 15% of what we sent, but 74% of the conversions in the D-1 journey. Journey CTR rose from 6.4% to 8.3% in three months, through steady work rather than one big campaign. The people made it work. The Vikatan team was open, quick to decide and genuinely invested in retention. It never felt like a vendor relationship, and I'm looking forward to what we build next.