

A Famous Storytelling App Leverages Upshot Campaigns to Improve sessions

Our client is a US based start-up venture developed by an experienced team of digital media professionals who believe that today's social media users are craving for deeper connections that go beyond just sharing pictures. Together they created a social storytelling app for the digital age.

EXECUTIVE SUMMARY

Customer engagement is a crucial area for the marketers to focus on, given its ability to gain active users and then bring them into the realm of loyalty. Using Upshot to run sustained campaigns our client was able to enhance customer engagement leading to increased user sessions.

- 29% increase in the unique sessions
- 26% increase in the average DAU

CHALLENGE

Our client, as it started up, lacked an effective customer engagement plan. Most of their time and effort was spent on app development, customer acquisition and monetization. As the data started showing the hibernation of its users, the need for a strategic engagement campaign arose.

After brainstorming sessions with Upshot's Engagement Strategy team a new set of goals and objectives were laid out and it was realised that an effective customer engagement plan was the need of the hour to improve the user sessions.

HOW UPSHOT HELPED

We started with an engagement strategy plan - understanding the user base of our client and the current situation of the user activity by gleaning the data within app pages and trends. The plan was fine tuned after numerous iterations before making features live.

We created segments based on all user personas and scheduled targeted campaigns for them with different messages at varied time of the day and days of the week. We continuously monitored the campaigns outcomes and took corrective measures accordingly.

With our best practice of creating a 14-day plan, we started seeing promising results in the first week itself with users becoming highly responsive to our campaigns. We were able to generate deeper insights about users and what they were doing.

RESULTS AND FUTURE PLANS

There was an increase in unique user sessions by 29% and the average daily active users by 26%; these were promising results for our client and this paved way for a long term relationship with the client.

The application is now more data driven and is making decisions by leveraging the synergy of engagement plan and campaign outcomes. Going forward we are extending engagement plans for marketing and customer retention to the client.