

Upshot as an Essential Guide to Content Analytics



THE STORY BEHIND THE APP..

Our client is an Indian conglomerate which has a diversified presence in FMCG, Hotels, Specialty Papers, Packaging, Agri-Business & Information Technology. It's one of the world's most reputable companies. As an established brand, it saw an opportunity to have a deeper engagement with its consumers. The client realised that consumers now demands for deep understanding and expertise when it comes to performing rituals, be it every day or during festivals.

Today, the app that was build with this motivation holds a unique position in the digital space. It has achieved one lakh installs in just 6 months since it was launched. The response has been phenomenal with more than 1000 users rating the app at 4.6/5 on the Google Play Store till now.

WHAT'S MORE TO LOOK OUT FOR?

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. The client wanted to achieve the same and additionally, was looking forward to push new content into the app based on analytical inference drawn from the success of existing content.



WHERE'S THE CHALLENGE?

The major app modules were initially published in 6 Indian languages, while most of the other sections were solely in English. The marketers wanted to deduce which local languages could acquire the maximum hits from the audience. This would help them proceed with developing content accordingly.

HOW DID UPSHOT HELP?

Content consumption is on the rise and mobile is making it possible for the users. For a marketer this is a big opportunity as well as a challenge. To simplify their problem, Upshot helped them understand content consumption patterns for various cohorts in the app.

With the analytics in Upshot, user activity & behaviour are continuously tracked and aggregated live. The answers to questions like users with which regional preferences accessed which content seems elucidated. Week on week, these numbers helped them optimise the existing content as well as conduct future content planning

In fact, the app stats gave impetus to improve on the regional-specific engagement strategy. The puzzle of determining which festive wishes need to go to which users and in which language was no more baffling!

RESULTS AND FUTURE PLANS

At present, the app is successfully running for an audience base of nearly 50K users spread over 36 Indian States and active MAU close to 12k! Going forward, the client aims for a greater success by leveraging Upshot's capabilities to both onboard and retain users, endeavor to make the app viral in an extended vernacular scope and most importantly keep the engagement going!