

Viu Uplifts App Engagement With Intelligent Video Recommendations Using AI

Introduction

Viu is the leading over-the-top Video Service provider in emerging markets such as India, Indonesia, Egypt, UAE, Malaysia, and Saudi Arabia. With over 10mn+ users on the app, **Viu** is the go-to source for streaming everything from popular tv series to movies.

The Challenge

Viu was looking for a marketing automation platform to reach more app users with intelligent video recommendations, boost video viewership, and reduce app user churn.

Highlights

53%

Uplift in video viewership from targeted video recommendations.

12%

More users reached due to increase in push notification delivery with MoEngage

Objective

- Boost video viewership on the app.
- Increase mobile app user engagement and reduce churn.
- Increase push notification delivery rates on select Chinese OEM devices. i.e., reach more users on the push channel.

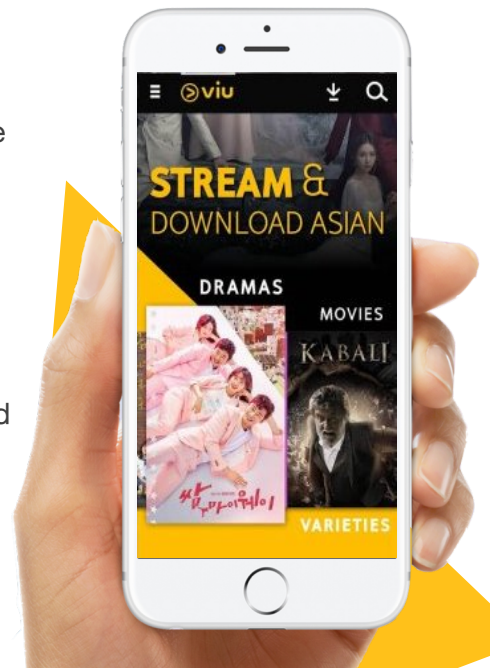
The Solution

MoEngage identified the following areas to help Viu overcome the app engagement hurdles:

Deliver video recommendations using **MoEngage Dynamic Content Recommendations** – AI-driven video recommendations relevant to users' behavior and view history.

Boost Engagement: Use AI to optimize message content and delivery timings ensuring higher conversions from targeted users.

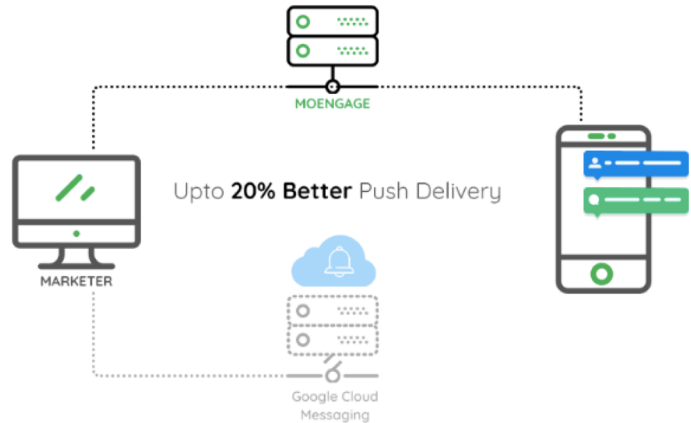
Increase Push Notification Reach: Overcome push delivery issues on Chinese Devices to reach more users using **MoEngage Push Amplification**.



Improving Push Delivery Rate with MoEngage Push Amplification

Viu observed poor delivery rates for the push notifications sent to Chinese OEMs such as OnePlus, Gionee, Xiaomi, Micromax, Vivo, Asus, and LeEco. The reason being the device and network limitations that cutoff the devices off Google Push Delivery – an essential cord to deliver notifications. In such cases, **MoEngage Push Amplification** acts as a fall back to Google Push Service and delivers the notification; improving overall deliverability.

Push Amplification from **MoEngage** increased the overall push notification delivery rate by **12%** -, mainly to Chinese OEM devices. Moreover, **88%** of users who were reached interacted with the notifications to watch a video – a drastic rise in video viewership and engaged users.



MoEngage push delivery fallback mechanism

Push Delivery Increase with Push Amplification



7%
Increase in push
Delivery

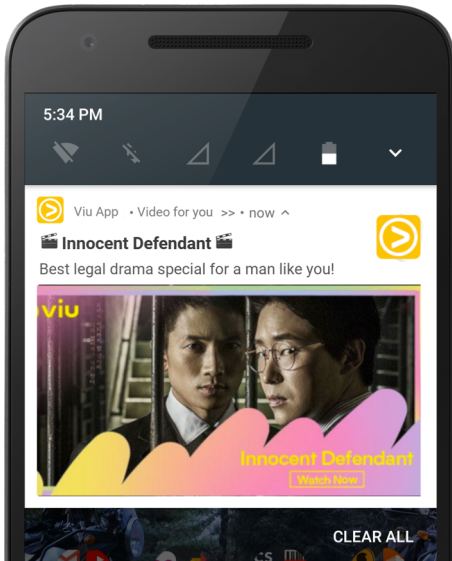


300%
Increase in push
Delivery

Viu observed that Push Amplification has the most impact on devices like Vivo, Oppo, Asus and others, where delivery rates have witnessed an improvement of **300%**, i.e., from a mere **6.20%** to **24.50%**.

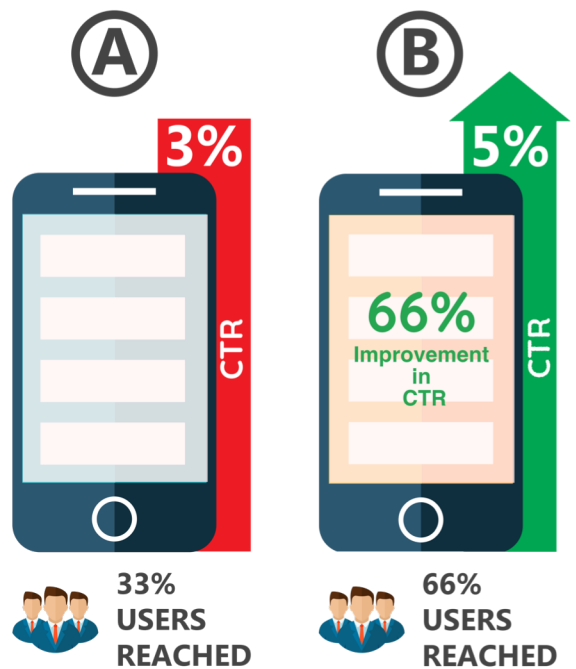
Boost Video Viewership

Irrelevant messaging is the biggest barrier to positive user experience. Using MoEngage **Dynamic Product Messaging** - an intelligent product and content recommendation engine, Viu aimed to boost viewership on the app.



Sample video recommendation by Viu

By personalizing the push notifications using **Dynamic Product Messaging**, VIU ensured users received video recommendations via notifications that are directly relevant to their preferences. This motivated users to engage more often with the notifications and increased the video streaming on the app.



In a multivariate messaging campaign, the MoEngage Sherpa interaction graph auto-delivers the top-performing variant to more users thereby maximizing engagement.

AI-driven Intelligent Messaging

The Sherpa AI-platform also enabled Viu to experiment with **message variations**. MoEngage Sherpa **AI** analyzes the best performing variant and automatically increases the delivery of the better-performing variant consequently maximizing the campaign engagement.

42% of users who received dynamic recommended content & Sherpa optimized push notifications, end up converting and streaming a video on the app.

"With MoEngage AI-powered Push Delivery Engine, we were able to increase our reach. This combined with Dynamic Content Optimization ensured optimum engagement and maximum conversions." – Sakhawat Hasan, Associate Director - Engagement, Viu

About MoEngage

MoEngage enables mobile apps and websites to deliver 1:1 personalized interaction via push notifications, in-app recommendations, email, web-push, and other retargeting channels. Our platform is hosted on the AWS Cloud and operates at a tremendous scale, processing over 35 billion events and delivering over 15 billion interactions every month. Today marketers in 35+ countries including Fortune 500 brands across U.S., Europe and Asia like Samsung, Deutsche Telekom, Hearst, Vodafone, Travelodge, and Aditya Birla Group use MoEngage to drive conversions and user retention.