

mengage

Vedantu
LIVE ONLINE TUTORING

Vedantu Achieves 12% Uplift in Delivery Rates and Boosts Customer Engagement



About Vedantu

Vedantu is India's leading online tutoring platform with over 500+ teachers and 40000+ students spread across 1000+ cities from 30+ countries. They offer LIVE online classes that cater to students from 6th grade to 12th grade and prepare aspirants for the country's most competitive examinations.



The Challenge

Due to the dominance of Chinese OEMs, Vedantu wasn't able to reach the right customers with the right messaging, and this affected their engagement strategy.

The Solution

- Using MoEngage's Push Amplification, Vedantu was able to maximize its reach with relevant messaging across different levels of the onboarding journey.
- With MoEngage's AI-engine Sherpa, Vedantu increased its campaign engagement by automatically predicting and sending the right message at the right time

Why MoEngage?

"At Vedantu, we believe in solving the study/academics related challenges for students. Starting from the every day LIVE Classes to processing relevant study content, we want to make sure that all the topics get comprehended and covered on time. Flexibility in segmentation and advanced analytics features of the MoEngage platform has helped us to understand the user behavior in a much better way. Based on the past behavior of users we are able to retain them on our platform."



Shashank Shekhar
Head of Digital Marketing
Vedantu

Results

12%

Uplift In Delivery Rates Across All Devices

6%

Increase In Adoption and Engagement



Goals

- Increase attendance of LIVE Classes by maximizing reach.
- Grow engagement by recommending the right set of study material.
- Boost retention by offering the latest information.

Solution



Improved Delivery Rates Across Devices

Chinese OEMs (Xiaomi, Lenovo, Oppo, Huawei among others) restrict background processes cutting the device off from Firebase Cloud Messaging (FCM) or Cross-Platform Messaging. Most of Vedantu's student-base had smartphones from these OEMs making it difficult to reach and re-engage with them. With MoEngage's Push Amplification feature, Vedantu was able to maximize the student base reach by 12%, and eventually increase attendance of LIVE classes.



Boosted Adoption and Retention

One of Vedantu's biggest objectives was providing its users with relevant study content. With the help of behavioral analytics, MoEngage was able to predict user behavior, and segment users accordingly. Flexible segmentation based on analysis of users' past behavior, helped identify engagement levels and tweak strategies accordingly. This way Vedantu achieved better retention with high-value content.



Improved Campaign Performance

Vedantu achieved an increase in subscribers using Sherpa, MoEngage's AI-engine that automatically targets customers with messages specific to their behavior. Using Smart and Real-time Triggers from the MoEngage platform, Vedantu reduced funnel drop-off and improved the overall campaign performance.



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What Do They Say About MoEngage?

“The best part about MoEngage is its flexibility, both on the platform as well as in the team. They understand the marketer’s requests and priorities in a much better way. From the very beginning, when we desired to customize the services to major technical changes, they were always ready to work around and provide the best solution.”

Shashank Shekhar

Head of Digital Marketing
Vedantu

About MoEngage

MoEngage is an intelligent customer engagement platform, built for the mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, and SMS, with auto-optimization towards higher conversions. Fortune 500 brands across 35+ countries such as McAfee, Samsung, Tokopedia, Traveloka, and Airtel use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner’s Magic Quadrant for two consecutive years and is the youngest company on the list alongside giants such as Salesforce, IBM, and Oracle. It is also the highest-rated mobile marketing platform in 2019 Gartner Peer Insights 'Voice of the Customer' Report.

Read more about MoEngage’s Push Amplification + Technology [► Here](#)

Gartner



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