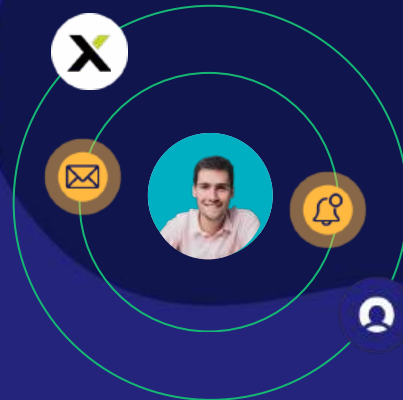


Boosting Subscriber Engagement and Retention with a Personalized Experience



Why MoEngage + XroadMedia

MoEngage and XroadMedia together empower media companies to deliver hyper-personalized, omnichannel customer experiences by seamlessly integrating AI-driven content recommendations with advanced customer engagement strategies. XroadMedia's cutting-edge personalization technology enables dynamic and contextually relevant content delivery, while MoEngage's robust customer engagement platform ensures these insights drive meaningful interactions across different touchpoints.

Capabilities



Deliver Hyper Personalized Experiences

Combine MoEngage's advanced engagement strategies with XroadMedia's AI-powered content recommendations - including personal, trending, upsell and live event tickers - to create truly unique user experiences.



Enable Omnichannel Engagement

Seamlessly enable personalized engagement across email, mobile and web to ensure consistent, contextual communication.



Create Targeted User Segments

Use cohort targeting data to create specific user segments for more effective marketing and upsell campaigns.



Data-driven Optimization

Measure, refine, and improve customer engagement strategies based on campaign performance using MoEngage Analytics.

Benefits



Enhanced Customer Retention

Leverage real-time behavioral data and dynamic content delivery to build stronger relationships and improve customer loyalty.



Increased Conversion Rates

Drive actionable outcomes by delivering the right content to the right audience at the optimal time, powered by advanced segmentation and targeting.



Improved User Engagement

Keep users engaged with real-time recommendations, including live event tickers and socially trending content, that are personalized to their interests.





User attributes & Events data

Campaign criteria



Trusted by Leading Brands Worldwide



NZZ Mediengruppe



4G



Better Together: MoEngage + XroadMedia

Personalization is a key driver for media companies. With MoEngage and XroadMedia, you can build meaningful relationships with your audience by delivering dynamic and contextually relevant content. Discover the power of MoEngage and XroadMedia to improve your customer engagement.



SCAN ME

WHO WE ARE?

About MoEngage & XroadMedia

xroadmedia
EVERYTHING IS PERSONAL

Founded by content discovery and addressable TV specialists, XroadMedia provides personalization solutions to media companies. XroadMedia helps engage viewers, reduce churn and boost revenue for over 200 million users worldwide by enhancing every user touchpoint with curated content and automation. Trusted by broadcasters, operators, and streaming services like UKTV (BBC Studios), Claro, Three, Vodafone, and A1 Telekom Austria Group.

moengage

MoEngage is an insights-led customer engagement platform trusted by more than 1,350+ global consumer brands such as Magenta TV, SoundCloud, SVT, DR and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage subscribers, viewers, and listeners across the web, mobile, email, social and messaging channels.