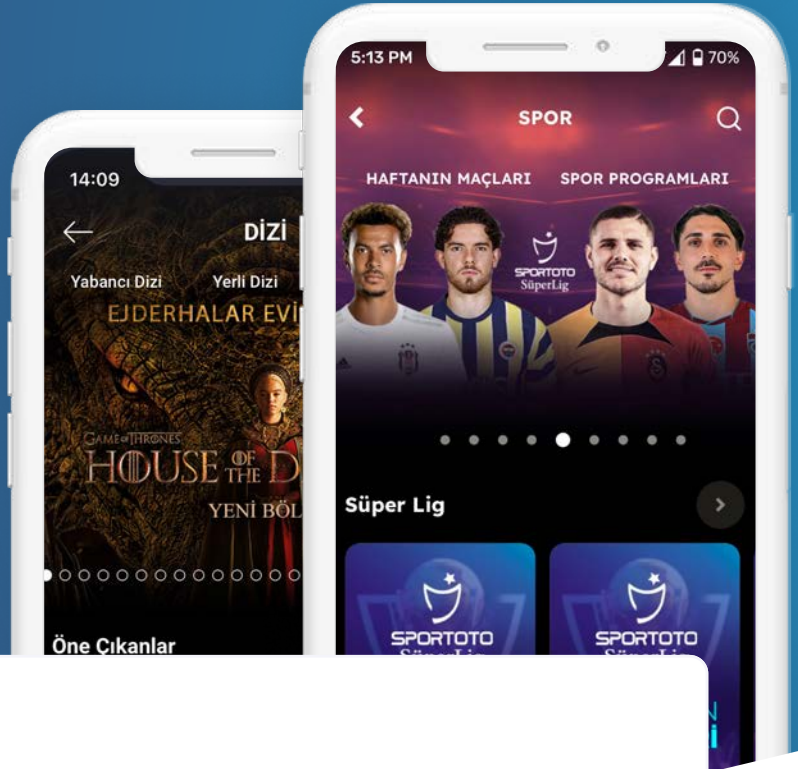


HOW BEIN CONNECT USES ADVANCED SEGMENTATION



Bein Connect

beIN CONNECT is a **subscription-based** content platform allowing its members to watch the most popular tv shows and movies, live channels, documentaries, sports leagues, and more sports content anytime and anywhere.

The users can watch beIN CONNECT's content on their smart TVs, mobile devices, computers, or tablets.



Challenge

As a subscription-based service mostly focused on sports games, beIN CONNECT needed an omnichannel solution to maximize revenue while reducing churn. Users who subscribed to watch their favorite football team were more likely to cancel the subscription when their favorite team was performing poorly.

beIN CONNECT wanted to prevent users from unsubscribing (churn), and they also wanted to win back lost customers by offering deals through an omnichannel approach.



Solutions

beIN CONNECT collaborated with Netmera to address their challenges and started to execute their marketing campaigns with advanced segmentation. The company was able to create, edit, and publish both behavior-based and profile attribute-based scenarios across channels. With the help of Netmera's **easy-to-use panel**, beIN CONNECT executed multichannel marketing campaigns using e-mail marketing, mobile, and web push notifications.

To win back their lost customers, beIN CONNECT was able to send segmented push notifications to **a target audience that once signed up for a subscription package**.

They segmented their lost subscribers by their **sports game history** and sent out special deals whenever their favorite team had a game coming up. This allowed beIN CONNECT to increase user acquisition **through behavior-based segmentation**.

To prevent churn, beIN CONNECT sent out push notifications to Super Package subscribers to engage them with the entertainment content that comes along as a bundle with the sports content. This was needed because beIN CONNECT realized that subscribers who usually watch only one specific team's games are more likely to unsubscribe once their favorite team starts losing. With **customer profile based segmentation**, beIN CONNECT targeted those subscribers and offered them entertainment content that they may like.

To increase its entertainment content viewers and engagement, beIN CONNECT sent out push notification campaigns regularly to its subscribers with **look-a-like content, content recommendations, and reminders**.

It sent out push notifications to its subscribers, letting them know that a new show they may be interested in has aired using their watched history. For example, the company sent out push notifications to subscribers who once were interested in the series Game of Thrones when House of Dragons (A series linked to Game of Thrones) was aired. With Netmera, the company was easily able to target Game of Thrones fans through behavior-based segmentation.

beIN CONNECT also focused on engaging their subscribers with automated scenarios **starting from onboarding**. By welcoming them into the exciting world of beIN CONNECT, the company was able to grow a relationship with its subscribers. The company was also able to greet its new coming subscribers with mobile push notifications that directed them to the application and helped them discover it. This push notification campaign reached a **%7.5 CTR** with the help of Netmera's advanced segmentation features.

Furthermore, beIN CONNECT strengthened its relationship with its customers by sending push notifications that wish them a happy birthday through profile attributes.

Results

In summary, beIN CONNECT:



Reached
7.5%
with onboarding
push notifications



Increased new
subscriptions by
3X



Increased active
users by
15%
compared to last
year.



Increased
retention by
10%
compared to last
year.



Overall, beIN
CONNECT
**increased
revenue.**

Testimonial



“We use Netmera to send out sports game reminders, birthday notifications, weekly entertainment content recommendations, and many more. Thanks to Netmera, we are able to provide accurate recommendations to our customers by notifying them based on their current and past subscriptions. In a short time, our subscription rates increased significantly. We trust Netmera in sending out our push notifications to millions without any reliability issues and we feel more encouraged with Netmera’s easy-to-use panel and strong data analytic capabilities.”



Duygu Başaran Çelik

OTT Platforms Director

Let's create something amazing.

📞 +90 850 757 83 21

✉ info@netmera.com

🌐 www.netmera.com

🌐 www.linkedin.com/company/netmera

📷 [instagram.com/netmeramarketingplatform](https://www.instagram.com/netmeramarketingplatform)

🐦 <https://twitter.com/netmera>