

Improving New User Retention on Magicpin

magicpin

About Magicpin

Magicpin is a local discovery and rewards platform that connects users with nearby merchants in various categories like food, fashion, and entertainment. Users earn "MagicPoints" by sharing photos and reviews of their purchases, which can be redeemed for discounts and offers, enhancing engagement and providing valuable data to the platform.

Magicpin's business model centers on merchant partnerships, with businesses paying commission or subscription fees for listings and promotions. Revenue is also generated through advertising within the app. Since its inception, Magicpin has grown significantly, reporting a gross merchandise value (GMV) of ₹1,300 crores in FY2020 and surpassing ₹5,000 crores in annual GMV by 2023.



4.2

Rating on Google Play

10M+

Downloads

6M

Active Users

₹297cr

Revenues in FY23

Problem Statement

Improving New User Retention on Magicpin

Competitors

The logo for Unzō, featuring a stylized green lightning bolt icon followed by the word "UNZO" in a bold, green, sans-serif font.The logo for nearbuy, featuring the word "nearbuy" in a lowercase, rounded, red font.The logo for dineout, featuring the word "dineout" in a lowercase, rounded, orange font.

Why this problem is worth solving?

Total users of retail discovery platforms in India grew by around 26% CAGR, from 2 million active users in 2013 to 20 million in 2023. In the next five years, total users is estimated to cross 40 million mark, growing at 15% annually.

As of 2023, Magicpin has 6 million active users. Assuming same growth rate as in case of Magicpin, the app can acquire over 6 million more active users by the end of 2028.

User Persona

Ananya Sharma

Bio

- Age: 32
- Occupation: Marketing Executive
- Location: Mumbai, India
- Tech Savviness: High
- Interests: Shopping, Dining Out, Fashion

Frustrations

- Unable to keep updates of favorite stores
- Desires more community interaction
- Feels the UI is poor
- Too much expenses

Rohit Verma

Bio

- Age: 20
- Occupation: College Student
- Location: Bengaluru, India
- Tech Savviness: Very High
- Interests: Technology, Food, Travel

Frustrations

- Limited budget
- Lack of Social Engagement Features
- Too many glitches
- Unable to keep updates of favorite retail stores on gadgets

Meena Patel

Bio

- Age: 45
- Occupation: Teacher
- Location: Ahmedabad, India
- Tech Savviness: Moderate
- Interests: Family, Cooking, Local Shopping

Frustrations

- Difficulty Staying Informed
- Household Budget Constraints
- Needs a Supportive Community
- Difficulty in navigating through the app. Desires a tutorial

Key pain points

- 1. Unable to Keep Updates of Favorite Stores:** All personas express frustration with missing timely updates about offers and new arrivals.
- 2. Limited Budget:** Despite different income levels and lifestyles, all personas prioritize finding deals and discounts to manage their budgets effectively.
- 3. Desire for Community Interaction:** Each persona highlights a need for a more robust community feature within Magicpin to share experiences and connect with others.

Feature 1: Merchant update

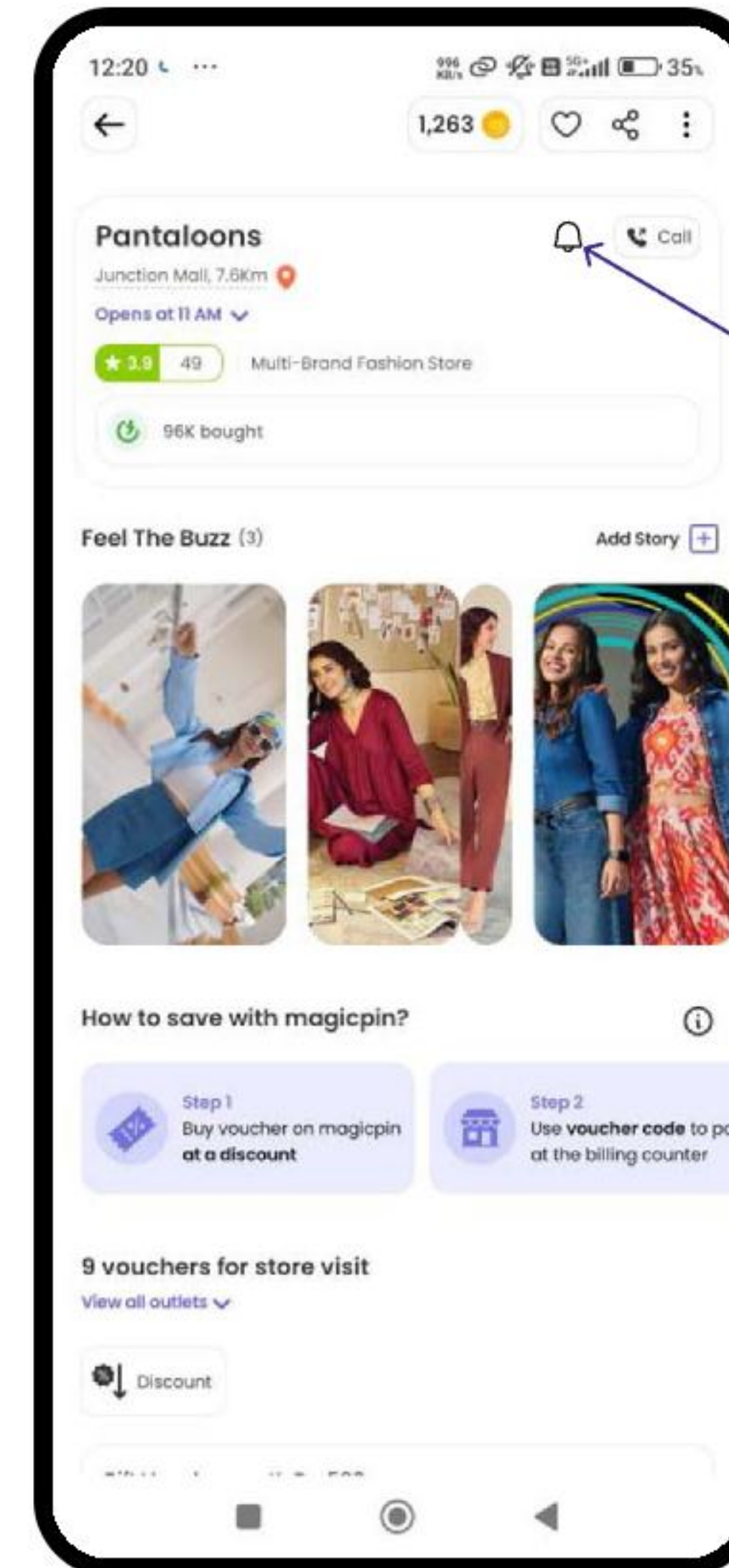
A bell icon will be present at top right corner of the merchant screen. Upon enabling the merchant update, the feature will help users get personalized notifications on rewards/discounts from their favourite retail stores.

How users will be benefitted?

- Diminished chances of missing offers from their favourite local store
- Improved customer retention for merchants

How Magicpin will benefit?

- Increased user engagement and user retention
- Increased collaborations with local merchants due to higher merchant satisfaction



Click on the bell icon to get updates on latest offers from this merchant

Feature 2: Community

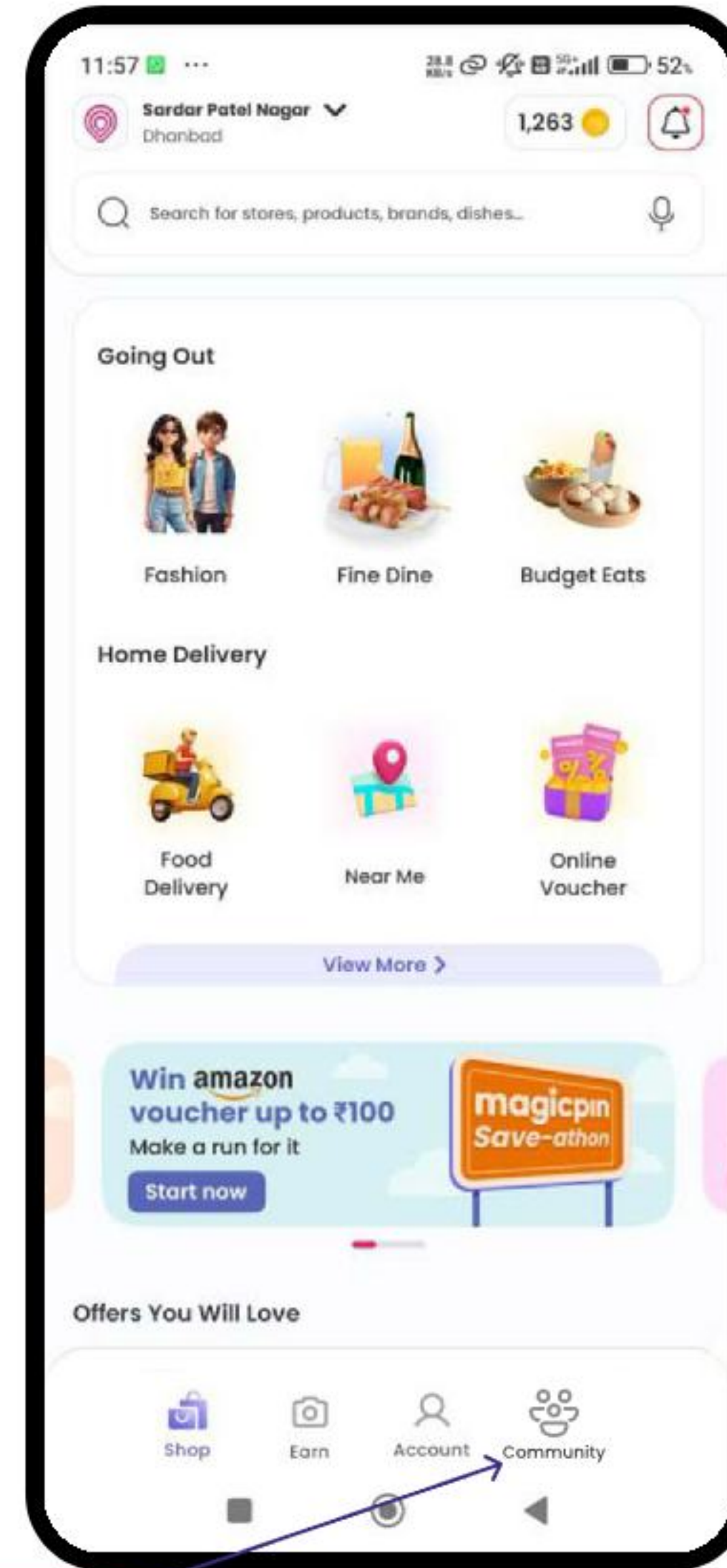
With this feature, users can now explore blogs of other users and get recent posts of their followings in their feed. Users can like, comment, share and report a post. Both merchants and customers can post on Community

How users will be benefitted?

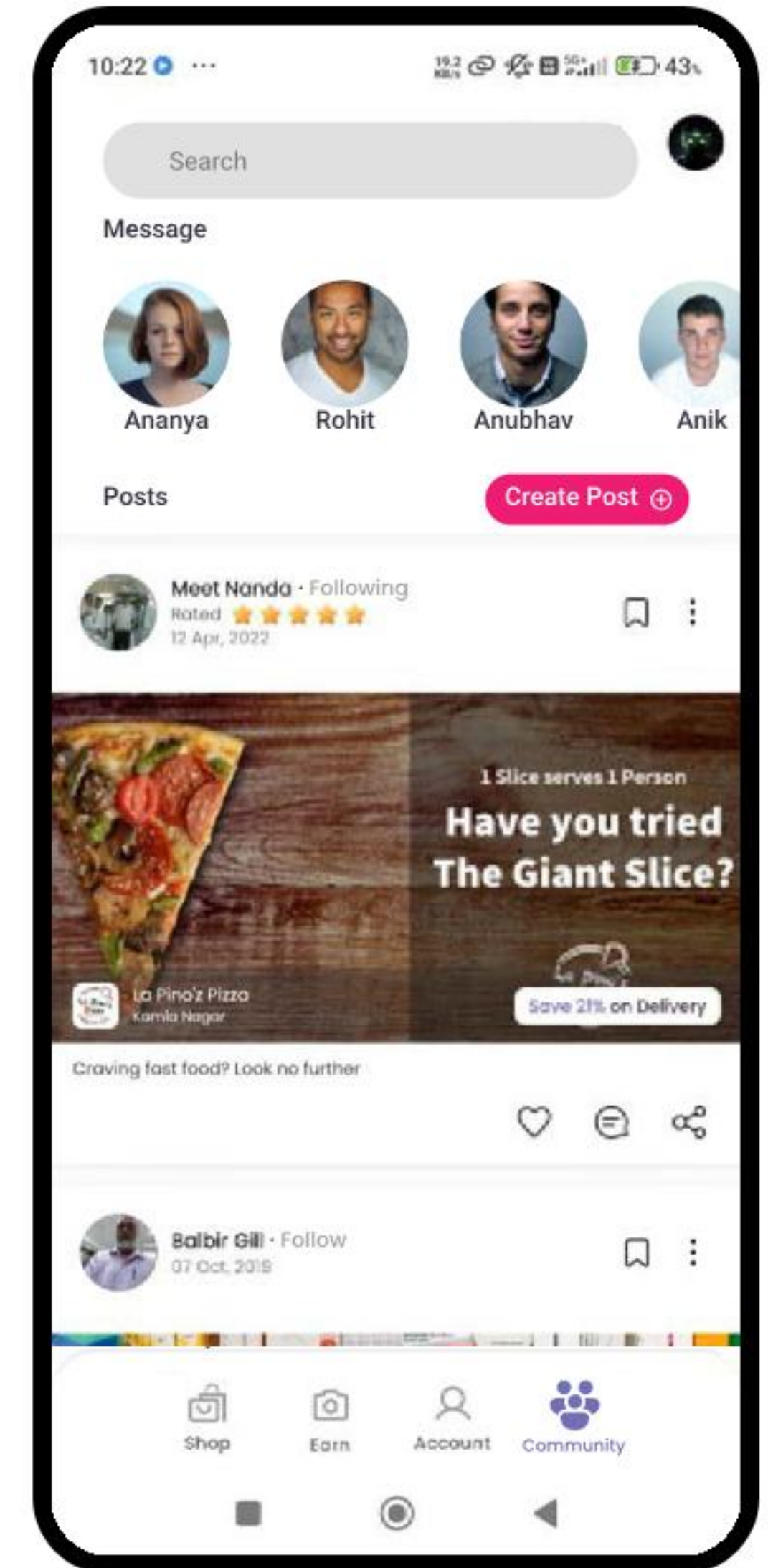
- Updates of latest offers from other users which can be availed from stores unknown to some
- Merchants can experience an increase in customers.

How Magicpin will benefit?

- Increased user engagement and user retention
- Increased collaborations with local merchants due to higher merchant satisfaction



Tap to navigate to
"Community" screen



Feature 3: Watch an Ad

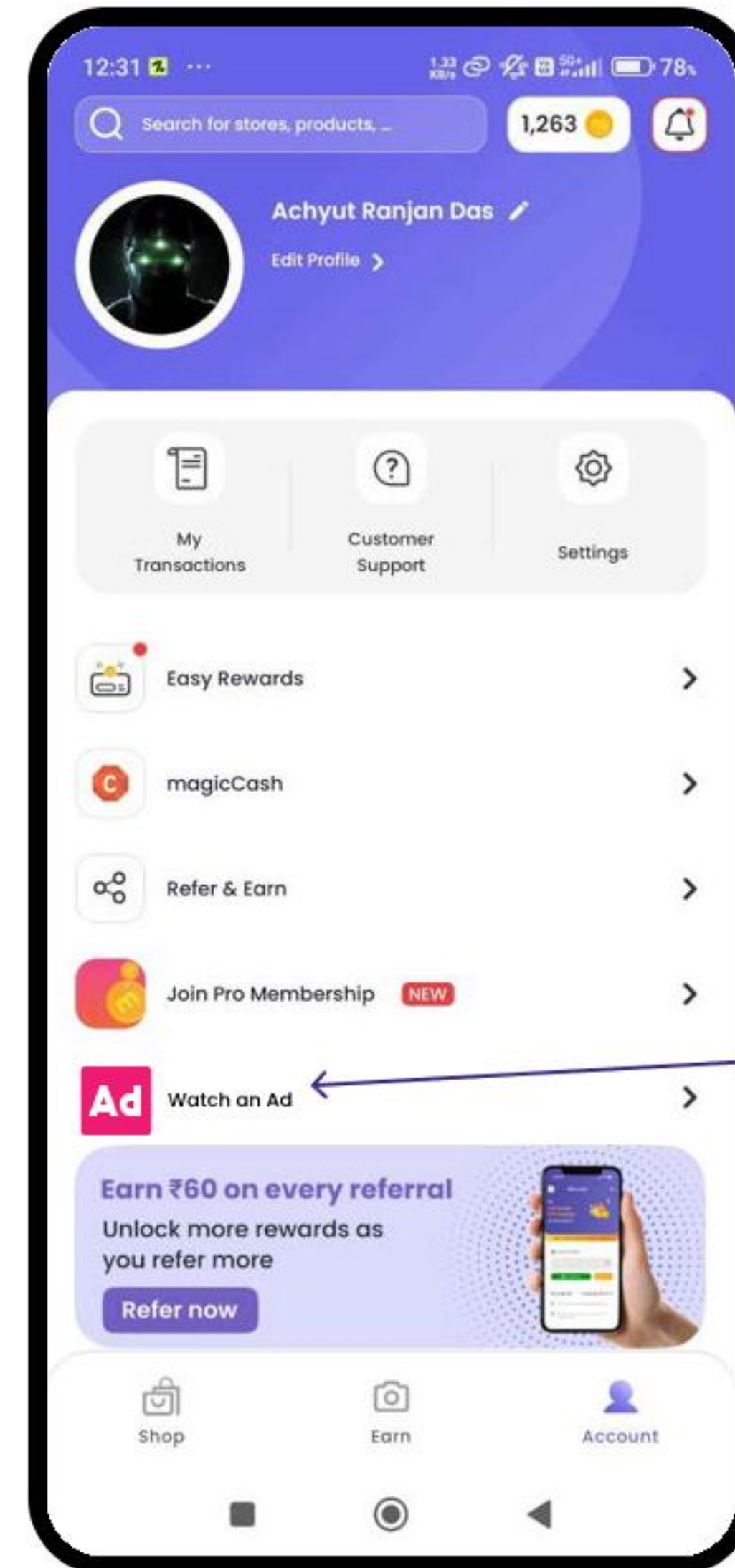
With this feature, users can earn 15 coins by watching 15-second ads. This feature can be accessed from Account screen. Users can watch as many ads as they want.

How users will be benefitted?

- Users can now earn coins without spending their real money
- Merchants can experience an increase in sales

How Magicpin will benefit?

- Increased user engagement and user retention
- Increased collaborations with famous brands for advertisement in the app, which will increase app's revenue.



Tap on "Watch an Ad" to earn 15 coins for every 15 second ad you watch

RICE Prioritization

Features	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	$(R \times I \times C) / E$
Merchant update	9	6	8	3	144
Community	6	8	7	7	48
Watch an Ad	9	5	9	5	81

RICE framework has been used to prioritize the solutions.

The priority of solutions should be as under:

- Merchant update
- Watch an Ad
- Community

Go-To-Market Strategy

Merchant Updates

- Partnership with merchants
- Marketing campaign through social media platforms
- Small incentives for activation
- Introduction of feature through emails to users and merchants
- Collection of feedback for potential improvements

Watch an Ad

- Marketing campaign in social media platforms
- Partnership with reliable ad networks
- Collaboration with famous brands
- Introduction of feature through emails to users
- Collection of feedback for potential improvements
- User education through tutorials

Community

- Guidance for user onboarding
- Marketing campaign through social media
- Engagement programs such as top contributor badge and regular events and updates to keep the community alive
- Collection of feedback for potential improvements

Implementation Timeline:

- **Month 1-2:** Finalize feature developments; establish merchant partnerships and ad network integrations; prepare marketing materials and campaigns
- **Month 3:** Soft launch Merchant updates and Watch an Ad; begin phased rollout of the Community feature to beta group
- **Month 4-6:** Full launch of features; execute marketing campaigns; monitor metrics and collect user feedbacks for iterative improvements

Success metrics

Merchant Updates

- User activation rate for notifications.
- Engagement rate (click-through rate) on notifications.
- Increase in repeat visits and transactions

Watch an Ad

- Number of ads watched per user.
- Increase in user engagement and app time.
- Revenue generated from ad views.

Community

- Number of active users in the community.
- Volume of user-generated content.
- Engagement metrics (likes, comments, shares)

Thank You