



+Babbel

How Language Learning App Babbel Personalizes the Mobile User Experience

In 2020, during a tumultuous and unprecedented time for most businesses, Babbel saw:

+200%

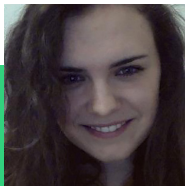
YoY increase in EU subscribers

+100%

YoY increase in U.S. revenue

+25%

Increase in user engagement



“

On a scale from zero to one hundred, we're now at a 20 with everything we would want to do [in terms of personalization]. At the end of the day, that's where the motivation lies and where the success in keeping the user engaged lies... [and] everyone has their own individual language learning journey. And it's our job to help each and every single learner. Everybody who comes to Babbel wants to achieve something at the end of the day. And we're just the means to the end.”

— Nina Pollex, Director of CRM at Babbel

The Business

Berlin-based language-learning app Babbel has been around since 2007. As a market leader, Babbel offers customers one-month, three-month, six-month or yearly subscription options. The app saw triple-digit growth during COVID-19 and learning activity in the app doubled from March 2020. Together with Emarsys, they shifted their marketing activity from email to beyond, devoting resources to personalized mobile marketing.

The Challenge

Overall, the brand had to maintain innovation to remain competitive with smaller, agile players in the market. In addition to a new focus on the live tutoring

space and making the app free for students, Babbel needed to boost personalization within its app. The goal was to create a quicker, easier path-to-purchase for those with high likelihood to convert right away while serving helpful suggestions and courses to those who may be unsure.

The Outcome

With email as the core communication channel, Babbel's investment in mobile — and personalized in-app messaging along with push — converted 50% better than email by itself. After implementing personalization within the app, Babbel began driving better brand awareness, gaining more subscribers, and boosting engagement.

The Solution

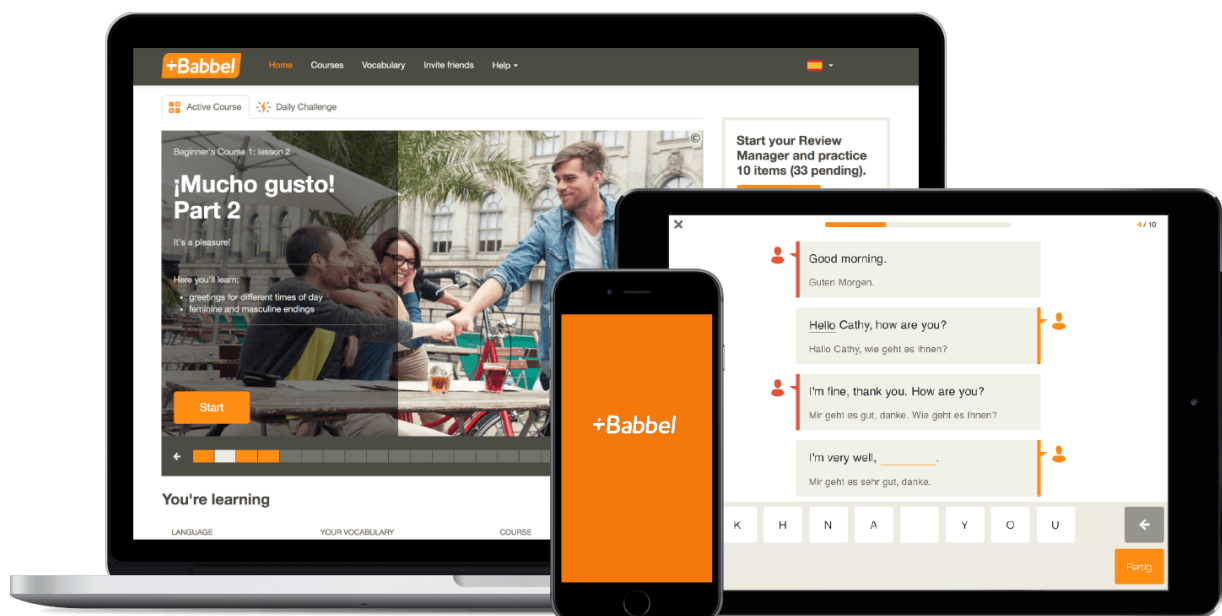
With the Emarsys Customer Engagement Platform, Babbel was able to develop programs to gain insights on their customers such as their level of intent to learn a new language. They were able to identify and segment high, medium, and low intent learners to streamline the right personalized engagement at the right time.

Babbel was also able to:

- Deliver channel agnostic customer-centric personalization to communicate with learners on

subscription services, course completion, next steps, and recommended learning materials from their onboarding journey to course completion

- Send mobile in-app messages and push notifications in real-time for learning reminders, time left on lessons, and new learning lessons such as podcasts and articles
- Achieve a 50% better conversion rate as a result of using push notifications and email together, compared to email alone
- Gain customer insights with behavioral data to understand the journey of a customer learning a new language

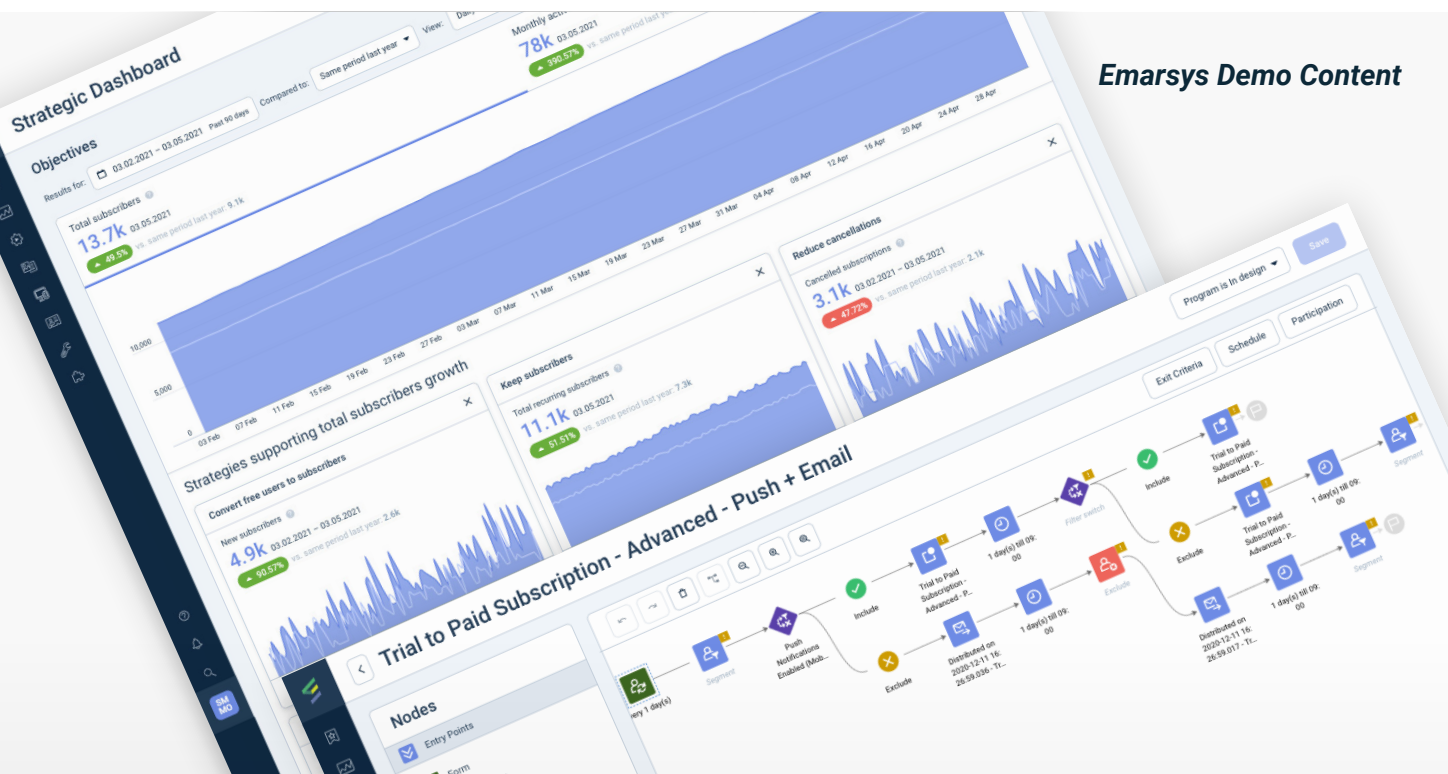


The Results

Due to their investment in mobile, Babbel saw year-over-year growth, especially in the US market, which has been their biggest market to date. Push and mobile messaging also converted better than email, which has traditionally been their go-to communication method. They also increased engagement in key segments.

- 200% YoY growth of European subscriber base in March and April of 2020
- 100% YoY revenue increase in the US
- 50% better conversion rate by using push notifications and email combined (versus email alone)
- 25% increase in user engagement

The vision is to ultimately create UX parity across all platforms and devices – web, desktop, email, and mobile – completely optimized based on customers' affinity, programs or courses taken, plus more.



Emarsys Demo Content