

# Case Study: How Rakuten Viki Utilized Movable Ink + Braze to Design Creative, Personalized Campaigns Across Multiple Audiences



For Rakuten Viki, the case for building a niche market, empowering your consumer base, and staying true to your core beliefs is clear. The streaming platform was first created to celebrate Asian television shows and movies focused primarily on Korean, Japanese, and Chinese content. Offering several subscription tiers, Rakuten Viki welcomed all TV and movie enthusiasts through ad-supported and paid subscription options that provided access to on-air and library content, on-demand.

Rakuten Viki also understood that their dedicated fan base wanted to spread the gospel of excellent content across the world and that they could reach an audience much larger than the native speakers that were integral to the streaming platform's early growth. To fuel new acquisitions and introduce expansion markets, Rakuten Viki leaned on their passionate fanbase to translate videos from their original language to English, Portuguese, French, and many more languages.

At the heart of Rakuten Viki's growth is a marketing strategy that values every customer as an individual. Though the Viki team is small, they have managed to create sophisticated personalization and dynamic

creative that speaks to multiple customer and prospect bases without complex code. They do so by supercharging their Martech stack, coordinating data across email and mobile, and using Movable Ink and Braze to create dynamic, meaningful email and mobile experiences.

## HOW A SMALL TEAM CREATES SOPHISTICATED PERSONALIZATION

Rakuten Viki has achieved rapid expansion thanks to the efforts of a relatively small marketing team. With just four team members designing campaigns for a global audience, Viki set out to create dynamic personalization modules that are easily repurposed and do not require manual coding.

The company did just that by activating its existing data to create scalable, individualized messages that communicated value and spoke directly to consumers. Movable Ink allowed Rakuten Viki to build email and mobile notifications generated at the moment of engagement, only serving messages relevant to the reader at the point of open, no matter when they open. With Movable Ink and Braze, the team quickly built and scaled email and

mobile messaging without relying on their IT team.

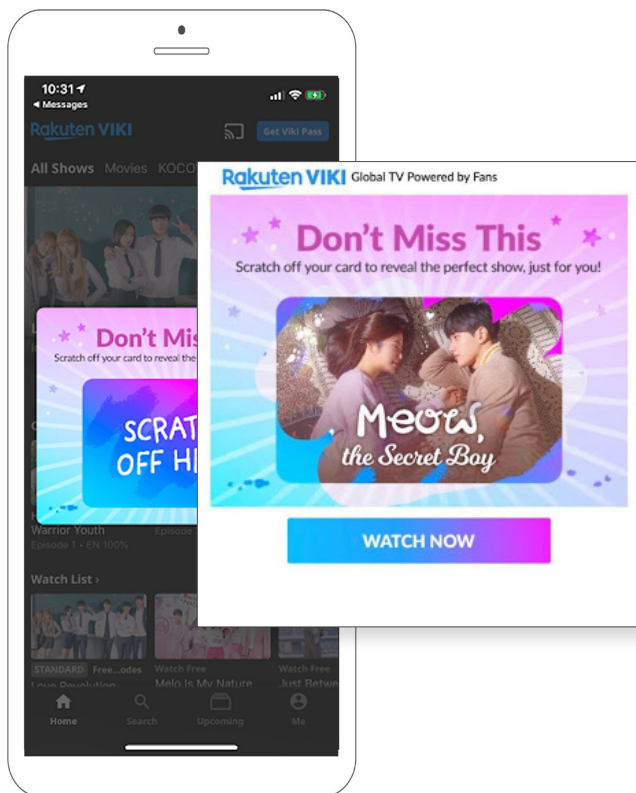
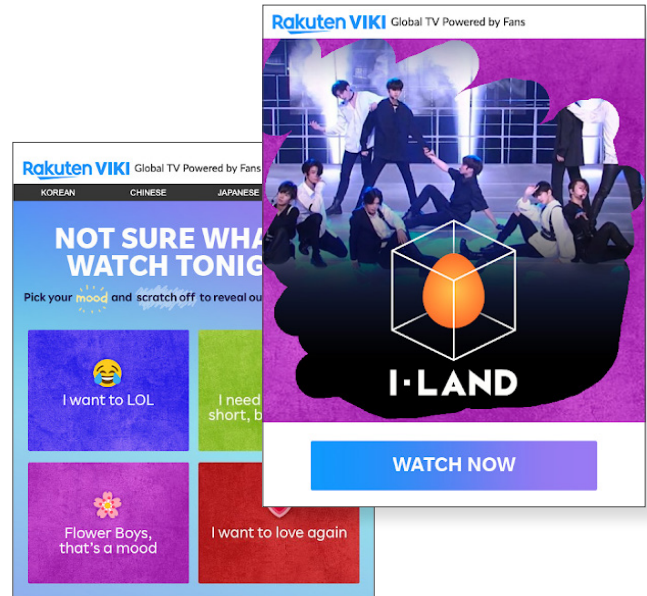
The partnership with Movable Ink and Braze also empowered the marketing team to conceive meaningful real-time individualization while outwitting competitors through unique, creative use cases.

## A SCRATCH-OFF FEATURE THAT SOLVES A CONSUMER PROBLEM

As streaming libraries continue to expand, many consumers are battling decision anxiety. It's a familiar dilemma: you finish a show on your favorite streaming platform, then scroll and scroll for new content only to feel massively overwhelmed. Rakuten Viki worked out a campaign to help their customers decide what shows to watch, based on their previous viewing results.

The challenge while designing both the email and in-app messaging was to create a campaign that delivered a groundswell of engagement. Rakuten Viki decided on a choose-your-own-adventure

style message with playful answers to the age-old question: "Not sure what to watch tonight?" Subscribers chose a unique scratch-off based on four answers that allowed Rakuten Viki to tailor the content offerings.

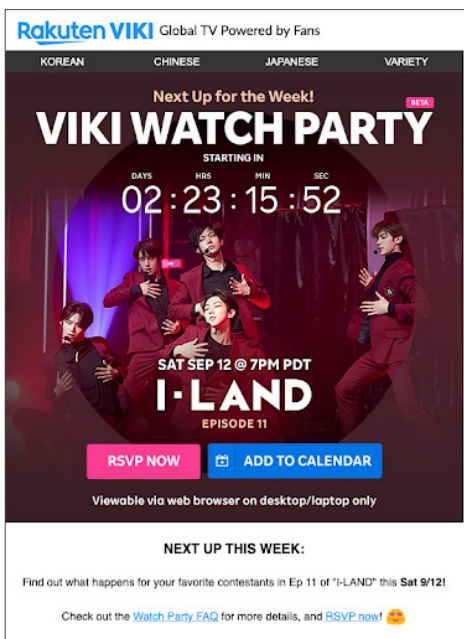
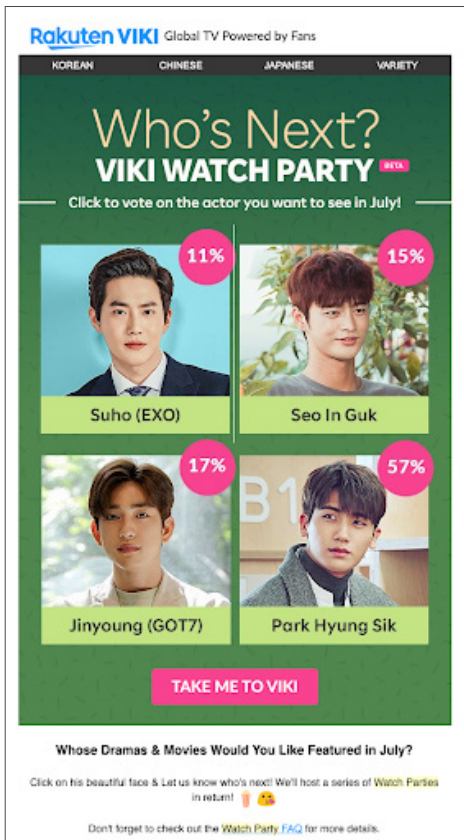
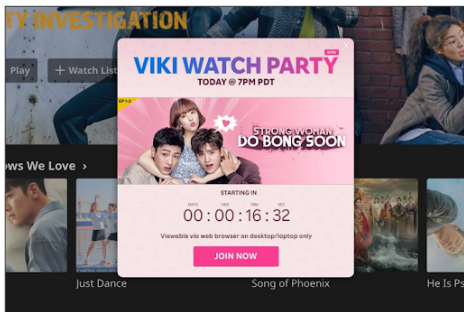


The results were very positive. Rakuten Viki built email and in-app messaging by solving a real customer predicament, and their clients rewarded them with big engagement numbers. The email click-through rate (CTR) skyrocketed 500% while their mobile CTR grew by 22%. The impact went beyond email and mobile, with a 17% increase in video play conversions.

**500%**  
increase in email CTR

**22%**  
increase in mobile CTR

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## BUILDING COMMUNITY, VIRTUALLY

When the COVID-19 pandemic began in March 2020, people worldwide were desperately seeking an online community in the new virtual world. Stay-at-home orders and safety measures meant a collective rethinking of what it meant to gather together and enjoy shared experiences.

Rakuten Viki was the first streaming service to realize that their platform was a town hall, where like-minded fans could come together and experience shows and movies together, providing a new sense of community while staying safe. The Viki product team quickly devised watch parties, where real time co-viewing blended with social functions so fans could engage with people that enjoyed the same content.

When Rakuten Viki decided to promote the watch parties, they needed to build a countdown timer quickly. Braze and Movable Ink allowed the marketing team to move fast, developing a countdown timer for the email campaign to create a sense of urgency and help viewers remember what time to tune in. The Rakuten Viki crew also added an “add-to-calendar” option that further encouraged customers to tune in. The watch parties were a smashing success, allowing customers to build connections virtually when the outside world was closed.

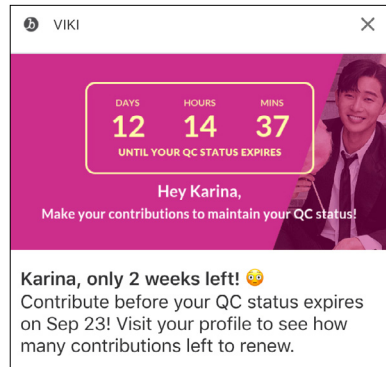
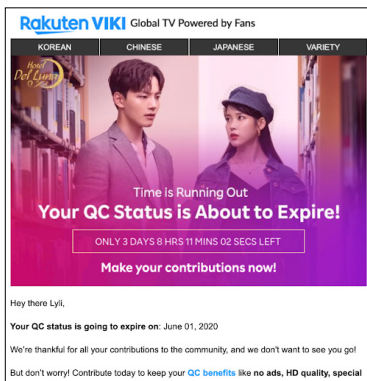
**274%** increase in CTR

Viki rewarded the watch party viewers that tuned in by giving them input into the next event. Using Movable Ink’s live polling feature, Rakuten Viki sent a follow-up email asking fans creative questions such as what celebrity they wanted to see on the next watch party. The streaming company saw a 274% increase in CTR by building value into their communications and creating relevant calls-to-action.

## SUPPORTING AND ENCOURAGING CONTRIBUTORS

Rakuten Viki relies on a passionate fanbase dedicated to promoting Asian television shows and movies throughout the world. Many viewers volunteer to translate their favorite streaming content into English, French, German, and many other languages.

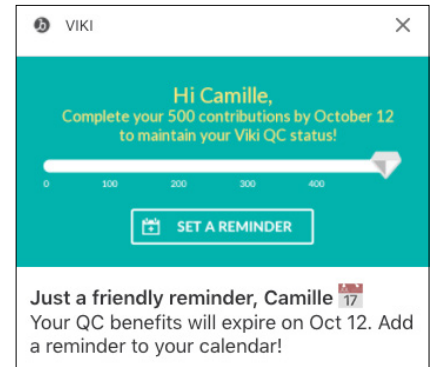
The streaming platform has built a worldwide fan base in part thanks to these contributors, and cross channel messaging helps Rakuten Viki increase contributions and retain their most passionate translators. Contributors receive reminder



notifications that inspires them to hit their six-month goals with a countdown timer and add-to-calendar functionality for deadline reminders.

The fun, creative ways Rakuten Viki reached out to contributors helped motivate brand ambassadors to increase their contributions. The early results of new email campaigns that targeted translators were successful. So far, Rakuten Viki has seen a three to seven percent lift in subtitle contributions from their members.

For Rakuten Viki, delivering and communicating customer value has led to a dedicated fan base. Those passionate viewers are



now instrumental to new customer acquisition and retention. As the pandemic wanes and streaming platforms compete for a smaller piece of the customer pie in years to come, Viki's customer-centric culture places them in a unique position to grow their niche market.

Movable Ink and Braze provide unique and innovative ways to reach new and existing streaming customers. Whether they're building entertaining, interactive campaigns or planning virtual parties, Rakuten Viki's cross-channel communication strategy continues to evolve in creative and engaging ways. We can't wait to see what the team thinks up next!

## ABOUT MOVABLE INK

Movable Ink helps digital marketers create visual experiences that move people. More than 700 of the world's most innovative brands rely on Movable Ink's visual experience platform to automate the creation of unique on-brand experiences for each consumer across email, web, and display. With more than 275 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London.

### GET MORE INFORMATION:

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## ABOUT BRAZE

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers through interactive conversations across channels that deliver value quickly and continuously.

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