

meetup

NGA

Braze/Strategy Creative

NGA in Braze

Background: How we communicate the new groups to our users on the platform plays an integral part in making them aware of what groups are new in their city.

Meetup is made up of communities within communities, and a vital part to both member engagement and organizer retention, is that we provide the pathways that let our audience know of new groups in their communities that may be of interest to them.

The immediate test set out with these directives:

- **Refreshed design:** Have the template design better match our brand, be mobile optimized, and feel more modern in order to showcase the relevant and vital information quickly for the reader
- **Immediate impact:** Increased engagement and activity driving more RSVPs
- **Multi-channel reach:** Additional touchpoints with addition of push and in-app messages

Goal:

Deliver groups to a user that they are interested in, in the right way, so that they are inspired to join, RSVP, and attend

Objective:

Increase engagement and activity through the NGA sends through testing

Key Metrics:


Increased engagement: OR, CTR


Increased activity: Group Joins, RSVPs

Original Creative

Original Email






Join this new community: Casual Cheese




This new group shares some of your interests. If you join you'll be the first to know about upcoming events. Here's their description:

Do you work for the same company as this Meetup's Organizer? Do you want to eat cheese ... casually?
Great. Join.

[Join now](#)
[See the group](#)







Upcoming events from this group:

08 FEB CASUAL CHEESE 
Shipl's test event for 2022 - lets get together! [RSVP](#)
Tuesday, February 08, 2022

  2


Organized by
Ken Shah

More groups for you

-  **Introverts and Shy People of Chicago**
1473 Members
-  **ACM Chicago**
2142 Peers
-  **Survivors of Narcissistic Trauma**
499 Members
-  **Chicago Data Science, ML, AI Platform**
809 Members
-  **Single Lesbians in the City**
4705 lesbians
-  **Chicago Startup Community**
8221 Creators

[See all suggestions](#)
Or tell us more about your interests

Want to build your own community in Chicago?
Become an organizer >



New Creative & Strategy

What this unlocks:

NGA - Ecosystem Impact

The more we optimize and enhance these communications, the better we can connect our audience with new groups, inspire our members to engrain themselves more in Meetup, and propel our new organizers with an audience to nurture and grow.

Refresh the design

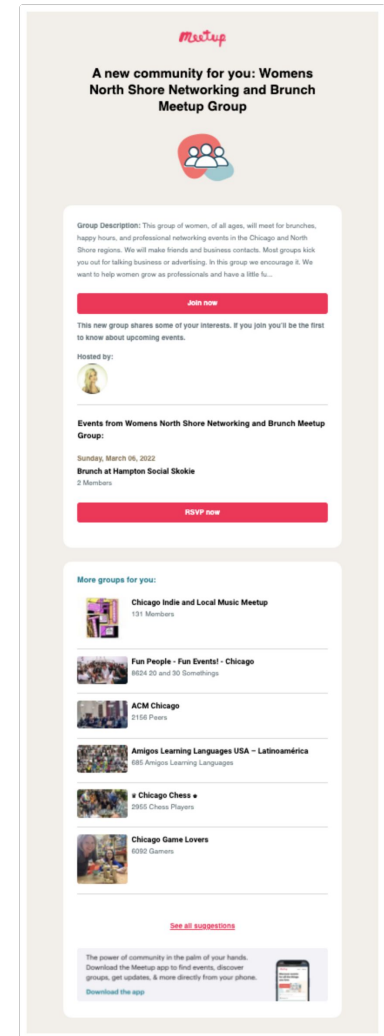
Unlocks the ability to create a design that better matches our brand, is mobile optimized, and feels more modern

Create immediate impact & long-term impact

Allows us to start testing to increase engagement and activity as well as focus on longevity of impact through dynamic content

Multi-channel approach leads to higher reach

The addition of push and in-app messages leads to higher reach and depth of announcing new groups



Refreshed Designs

Refreshed Design


Can we spur more group joins with just a refreshed template?

Highlights of refreshed design:


- Making a cleaner design that inspires our audience to engage
- Removing elements that are unnecessary to make email shorter and more mobile-optimized
- Include visual elements to ensure the email is still visually appealing when an event does not have an image
- Providing a flow for the member to take if they are not interested in this specific group, ensuring we focus not just on the next action of the member, but the entire lifecycle flow

Refreshed Template





A new community for you: Womens North Shore Networking and Brunch Meetup Group




Group Description: This group of women, of all ages, will meet for brunches, happy hours, and professional networking events in the Chicago and North Shore regions. We will make friends and business contacts. Most groups kick you out for talking business or advertising. In this group we encourage it. We want to help women grow as professionals and have a little fun.

[Join now](#)

This new group shares some of your interests. If you join you'll be the first to know about upcoming events.

Hosted by:



Events from Womens North Shore Networking and Brunch Meetup Group:







Sunday, March 06, 2022

Brunch at Hampton Social Skokie

2 Members

[RSVP now](#)


More groups for you:

-  **Chicago Indie and Local Music Meetup**
131 Members
-  **Fun People - Fun Events - Chicago**
824 20 and 30 Somethings
-  **ACM Chicago**
356 Pages
-  **Amigos Learning Languages USA - Latinoamérica**
66 Amigos Learning Languages
-  **Chicago Chess**
295 Chess Players
-  **Chicago Game Lovers**
403 Gamers

[See all suggestions](#)

The power of community is in the palm of your hands. Download the Meetup app to find events, discover groups, get updates, & more directly from your phone.

[Download the app](#)



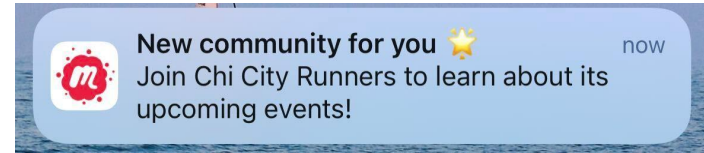
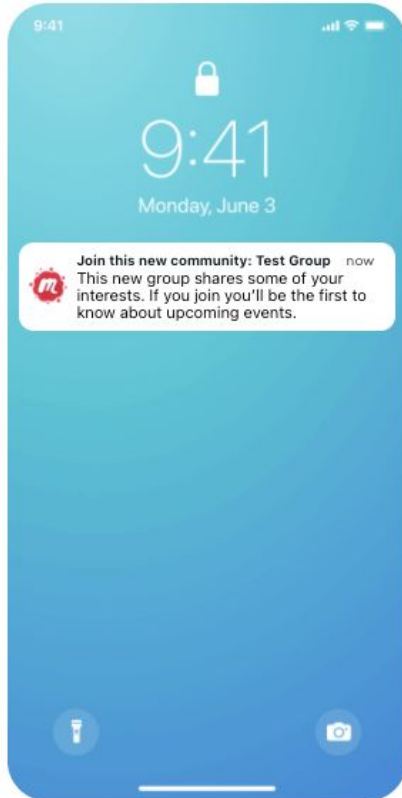
Additional Channels

Can we spur more group joins by adding in a multi-channel approach?

Highlights of multi-channel approach:

- Adding in push notifications into the trigger
- **Future test:**
 - Adding in drop-down In-App Messages

Multi-channel approach



*Updated copy on 3/18/2022

Results so far

Results from 2/24/22 - 3/1/22:

Now that we have the custom event for group joins in Braze, we've been able to analyze the performance of our NGA tests. The tests that were running added push notifications and then the new email template. Over the course of the past 6 days, we've seen a lift in group join conversions:

- Original template: 1.46% group join conversion rate
- Original template + Push: 1.61% group join conversion rate (+10.3% lift)
- New template + Push: 1.64% group join conversion rate (+12.3% lift)

In the past 6 days it has resulted in **an addition of 1.3K group joins** (at full scale, at a 30 day period, estimated to add an addition of 27.4K group joins each month)

Key Learnings:

- Cross channel communications is driving a large part of the lift (+10.3% lift from just adding in push notifications)
- Modernizing and mobile optimizing the template can also lead to impact in driving further lifts (+2% additional lift)

Results from 2/28/22 - 3/9/22:

The next optimization we ran was passing through the Group Image into the template, to better give the reader more of a visual experience for the group.

- Pre-image addition conversion (2/28 - 3/2): 1.54% group join conversion rate
- Post-image addition conversion (3/7 - 3/9): 1.69% group join conversion rate **(+10.1% lift)**

In the 3 day range it has resulted in **an addition of 2.4K group joins** (at full scale, at a 30 day period, estimated to add an addition of **23.7K group joins each month**)

Full stats found [here](#)

Key Learnings:

- Enhancing the template with the dynamic group image can spark action in our audience to convert

Secondary CTA Test

Secondary CTA Test

Can we spur more group joins with a secondary CTA?


Highlights of refreshed design:

- Instead of one CTA, can we drive higher engagement to the group page, by adding secondary CTA's to "See the group"
- A/B Test Split:
 - Control: 34%
 - Group Description Secondary CTA: 33%
 - Secondary Button CTA: 33%
- Creative Brief [link](#)

Two Variations of Secondary CTAs

Meetup

A new community for you: Meetup Live



Meetup Live
#Keepconnected
Meetup


Group Description: Stay connected to the Meetup community with online events hosted by us—Meetup HQ! Tune into weekly Meetup Live events for: Best practices for building community Tips on marketing your events and growing your audiences Panels and interviews with outstanding Meetup organizers Q&As with the Meetup team Discussions on the important issues of our li...

Join now

This new group shares some of your interests. If you join you'll be the first to know about upcoming events.

Hosted by:
Meetup
Meetup Live


You have the power to build community. Start with an interest and Meetup will help with the rest.
Start your group



Control

Meetup

A new community for you: Meetup Live



Meetup Live
#Keepconnected
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You have the power to build community. Start with an interest and Meetup will help with the rest.
Start your group



Group Description CTA Variant

Meetup

A new community for you: Meetup Live



Meetup Live
#Keepconnected
Meetup

Group Description: Stay connected to the Meetup community with online events hosted by us—Meetup HQ! Tune into weekly Meetup Live events for: Best practices for building community Tips on marketing your events and growing your audiences Panels and interviews with outstanding Meetup organizers Q&As with the Meetup team Discussions on the important issues of our li...


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See the group

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Secondary Button CTA Variant



What's next: Future opportunities to test