Anteraja Increases Push CTRs By 2.25x Using Zero-Code Push Templates

About Anteraja

Anteraja is a logistic service with an extensive ecosystem throughout Indonesia. Anteraja aims to help independent businesses grow and create better job opportunities to support Indonesia's economy. Launched in 2019, Anteraja has become one of Indonesia's fastest-growing logistics companies that adapts and embraces the technology at the core of its services.

31%
Uplift in CTR using push templates vis-a-vis generic notifications

2.25x
Increase in CTR in comparison to industry average

78.6%
Push deliverability rate

moengage

Anteraja's Engagement Challenges

Till 2021, Anteraja used Google's Firebase Cloud Messaging (FCM) to communicate with its customers. However, they faced numerous challenges as they could not segment their customer base and, consequently, personalize their messaging. They could not communicate in response to events performed by customers on the app.Additionally, they needed more insights into understanding behavioral patterns of hibernating and churning customers. This hindered them from taking measures to retain them.

Why Did Anteraja Choose MoEngage as Their Customer Engagement Platform?

While the team at Anteraja was looking for a customer engagement platform, they wanted an intelligent AI-driven engagement platform that could help them understand customer behavior better and proactively take steps to improve the overall customer experience. Also, they wanted to automate their onboarding process, segment customers based on their in-app activity, and personalize communications to delight customers.Considering all their bottlenecks and business needs, Anteraja chose MoEngage as its customer engagement solution.

> "
>
> Our experience with MoEngage has been fantastic, and the on-ground support we've received since day one deserves a special shout-out. We have seen monumental progress in how well we understand customer behavior and engage with them accordingly. Regarding moving the needle, MoEngage's no-code push templates have helped us increase our CTRs by 31%.

Faye Natanie
Product Owner, Anteraja

moengage

Segmentation to Deliver Personalized Campaigns to Customers

How to engage with customers at the right time to generate optimal responses? The answer for Anteraja's team was to use event-based smart triggers. With smart triggers, they were able to drive customer engagement and retargeting. They could analyze customers by the package- from placing the order to delivery. Event-based smart triggers also helped them send transactional communications about orders placed and delivery status.

Behavioral segmentation helps the team at Anteraja to tailor communication based on the frequency of orders placed in the past 30 days and redemption of offers or promo coupons.

RFM analysis helps Anteraja identify different customer categories based on their recency and frequency of app usage, interaction, and spending habits. RFM analysis helps them to determine customers who are price-sensitive or on the verge of churning.
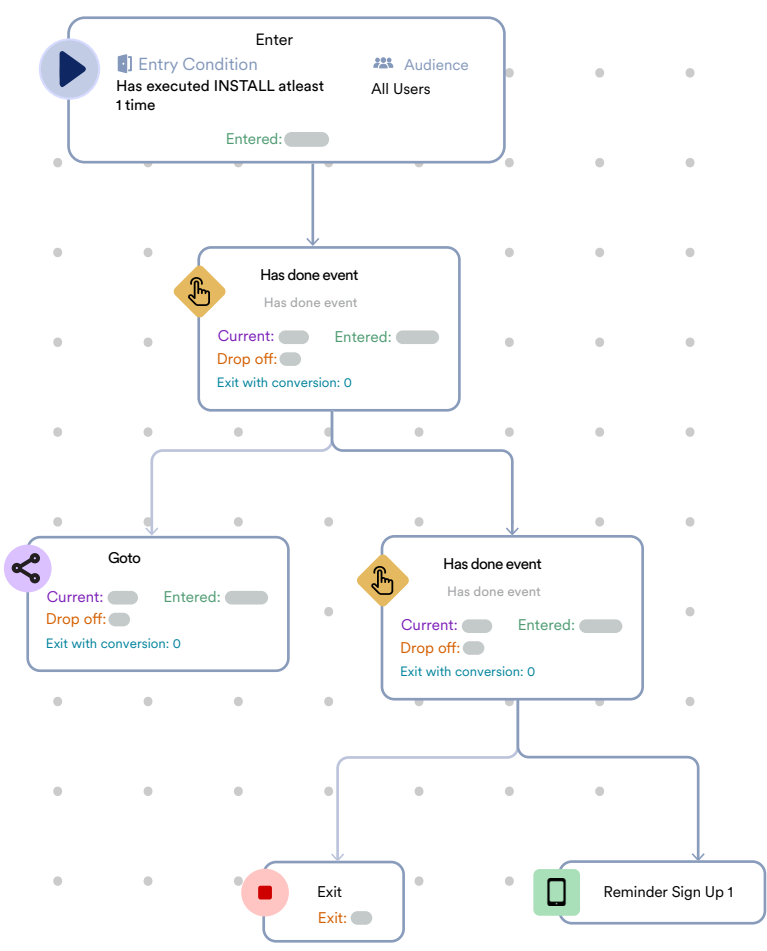

moengage
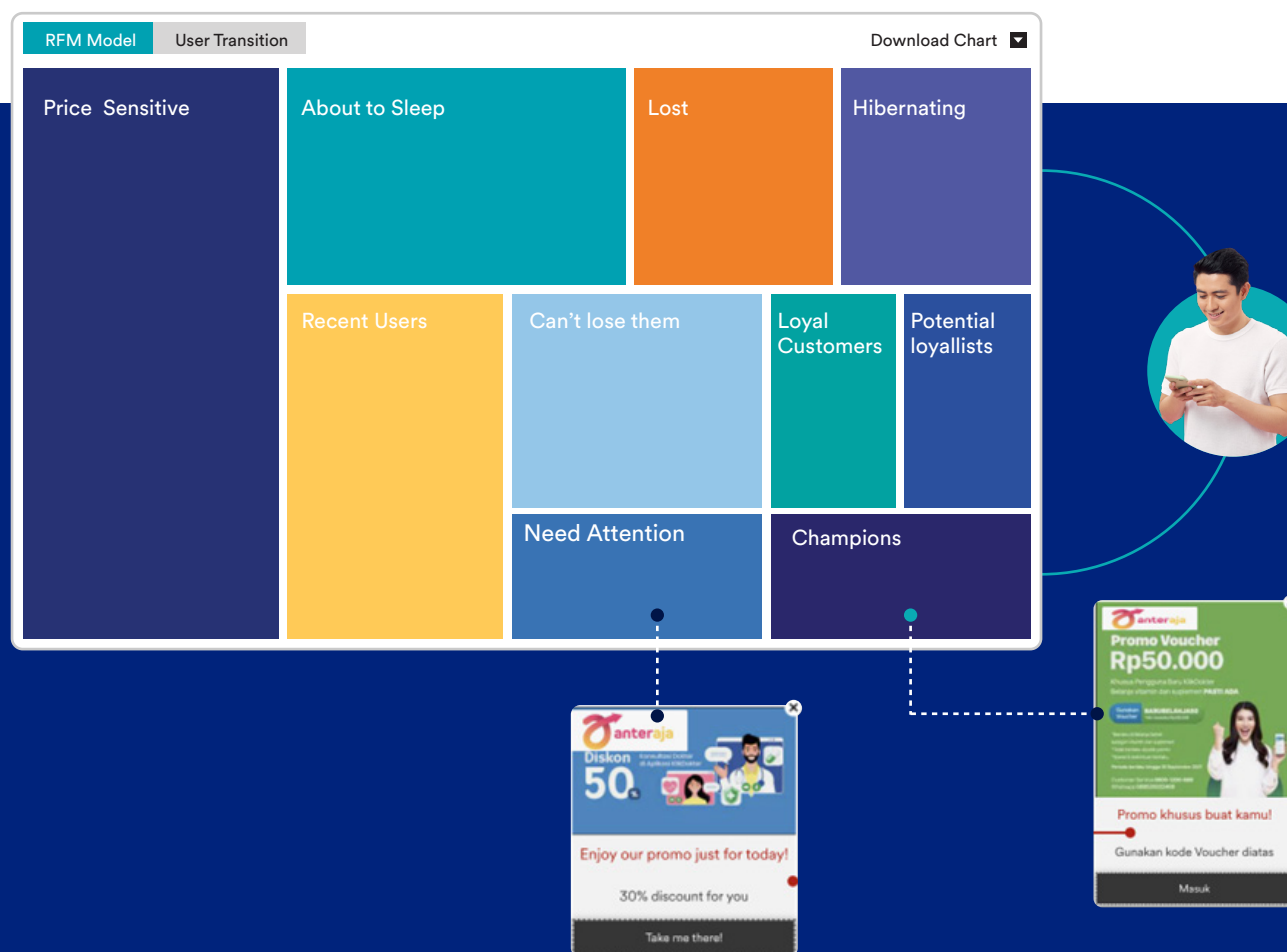
Omnichannel Flows to Increase Customers Who Complete Sign Up by 17%

A well-crafted customer onboarding process helps brands to gain trust and fulfill customers' expectations. To mitigate the issues of fragmented onboarding and inconsistent experiences across multiple touchpoints, Anteraja uses MoEngage's flows.The onboarding flow targets customers who have completed the 'INSTALL' action. The email and push campaigns under the flow remind the customer to complete the 'SIGN UP' process and make the first order.

Result

17%

increase in customers who have completed the onboarding process.

Enter

🔲 Entry Condition
Has executed INSTALL atleast 1 time

👥 Audience
All Users

Entered:

Has done event
Has done event

Current: Entered:
Drop off:
Exit with conversion: 0

Goto

Current: Entered:
Drop off:
Exit with conversion: 0

Has done event
Has done event

Current: Entered:
Drop off:
Exit with conversion: 0

Exit
Exit:

Reminder Sign Up 1

moengage

Push Amplification™ To Improve Deliverability 14.74% Higher Than Industry Average

MoEngage's zero-code push templates help Anteraja's team craft and deploy beautiful-looking notifications within minutes. These creative templates help Anteraja's push notifications to stand out amongst other apps' notifications. These expressive and exciting push notifications have resulted in a **CTR uplift of 31%.**

Firebase Cloud Messaging

Push Amplification
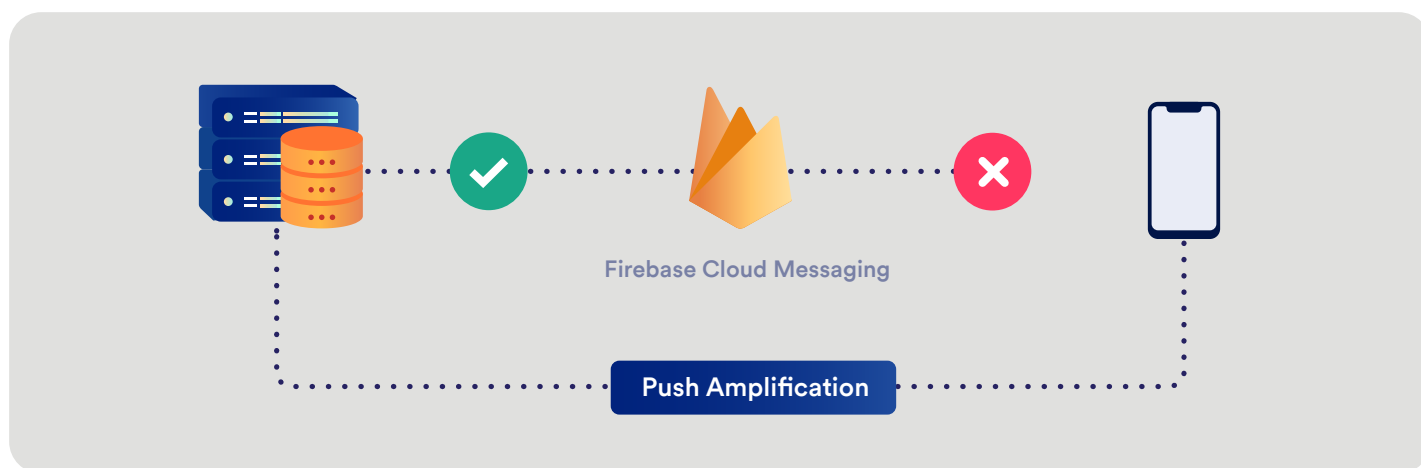
Visually Appealing Push Templates To Improve Click-Through-Rates

MoEngage's zero-code push templates help Anteraja's team craft and deploy beautiful-looking notifications within minutes. These creative templates help Anteraja's push notifications to stand out amongst other apps' notifications. These expressive and exciting push notifications have resulted in a **CTR uplift of 31%.**

Generic Notification

Stylized Notification using Push Templates

moengage

Results

- CTR uplift of 31% using push templates

- Push deliverability rate of 78.6%, which is 14.74% higher than the industry average

- Automated onboarding flows to engage with customers and improve DAUs and MAUs

- Increased insights into the purchase behavior of customers

- Send personalized communication to customers based on segments they belong to

MoEngage Features Used By Anteraja

Customer Journey Orchestration | Push Amplification | Push Templates

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Kredivo, Alfamart, BliBli, Stockbit, XL Axiata, Alodokter, TheAsianparent, Mamikos, POPS Worldwide, CIMB Bank, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly customers. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.To learn more, visit www.moengage.com.

MoEngage was recognized as a Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation.

Get a demo of MoEngage today!

moengage