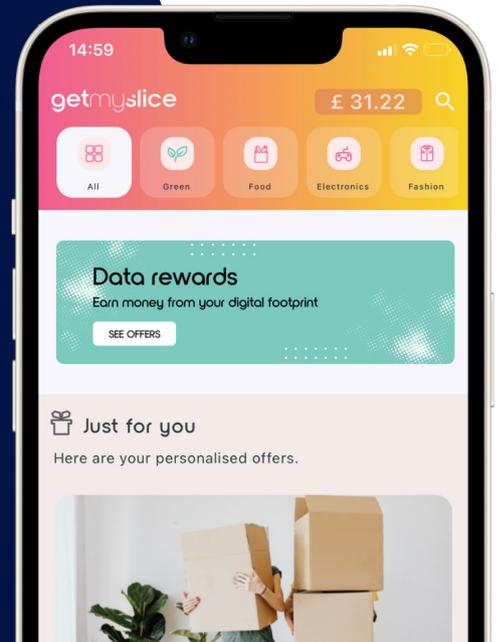


SUCCESS STORY

getmyslice

Get My Slice Achieved an Industry-Record of 35% in Email Open Rates Using MoEngage



The Business

Get My Slice is a pioneer in the consumer data marketplace. Currently, they have launched a free app where users can access data rewards and other irresistible offers including cashback, freebies, discounts and much more. Whether you're looking for food, electronics, fashion, beauty, travel, or something else, you'll find it in its marketplace, which features over 2,000 brands.

Find out more about Get My Slice [here >](#)

About MoEngage

MoEngage is an **insights-led customer engagement platform** consisting of powerful customer analytics, automated omnichannel engagement, and AI-driven personalisation - in one dashboard.

More about MoEngage [here >](#)

The Challenge

To deliver on the company's vision and differentiate through next-level customer engagement.

The Get My Slice team wanted a centralised platform for efficiently understanding customer's app usage and performance and unifying data. They required a platform to transform data into actionable insights and enable the team to run highly personalised campaigns through email, push, text, and in-app messaging channels. The company aims to provide the best and most connected app experience possible throughout the customer journey.



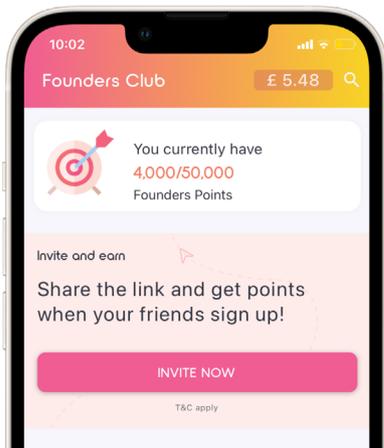
moengage

The Solution

A unified solution for a 360-degree customer view, personalised customer engagement

Using MoEngage, Get My Slice eliminated a number of tools and consolidated in-app data into a single location. The platform's ability to ingest data from disparate sources has provided the team with a clear and comprehensive view of their app customers. These insights, combined with the platform's built-in and advanced segmentation and multichannel capabilities, enabled them to deliver highly personalised messages to each customer in real-time, significantly increasing engagement.

Get My Slice has achieved an outstanding open rate of 35%, which is 289% higher than the industry benchmarks report on email alone, and a healthy average click-through rate of 8% in push notification campaigns.



The Results

35%

Open Rate

8%

Click-through rate



We wanted a unified solution for communicating with app customers. MoEngage provided us with the best solution. It's an easy platform to use, and the team is very responsive to any support required.

Oliver Southgate
CEO - Get My Slice

Contact Us:

europa@moengage.com

3, Waterhouse Square, 138 - 142 Holborn, London, EC1N 2SW

To learn more, visit moengage.com