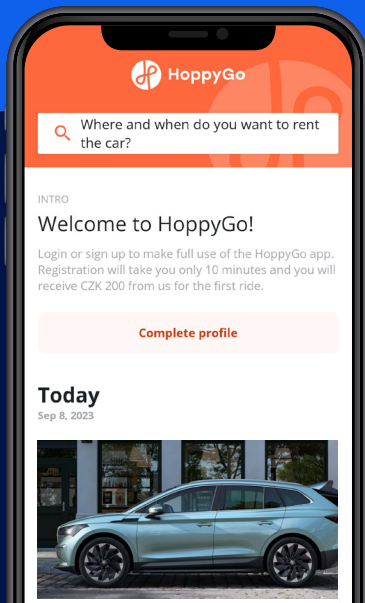


How HoppyGo Achieved a 69% Conversion Rate With Multi-Channel Engagement



About HoppyGo

HoppyGo is a peer-to-peer car-sharing service backed by Škoda X that connects car owners who don't use their vehicles daily with people who only need a car occasionally.

Find out more about HoppyGo [here](#).



Why They Chose MoEngage and Results



Improve customer communication while remaining GDPR compliant



Increase communication frequency and efficiency with automation



Implement cross-device and multi-channel marketing communications



Get insights into customer behaviours for data-driven campaigns

Results With MoEngage

69%

conversion rate for in-app campaigns driving users to the booking page

31%

conversion rate with push campaign driving users to use a coupon code

54%

open rate on email thanking customers

Plans for Further Growth

HoppyGo sends personalised messages to targeted users via in-app, push, and email for booking, regulatory updates, and coupon codes. In addition, they leverage customer journey flows to automatically send follow-up emails to these users, enhancing their chances of marketing success.

The plan is to leverage user behaviour data to send more hyper-targeted messages to its customers automatically. This will help them in refining current campaigns, such as booking and handover processes for first-time users; increasing repeat service usage; and reactivating lapsed ones.



One word to describe MoEngage is **'magic'**. And their support is great.

Compared to other tools, they are fast, efficient, and always solve our problems. Our CSM, in particular, is really supportive and helpful.

Katka Dobešová

User Activation & Email Marketing Specialist, HoppyGo by Škoda



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](#) →

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