

Jeeny Observes 25% Uplift in Conversions with MoEngage's Personalized Cross-channel Campaigns



About Jeeny

Previously named Easy Taxi, Jeeny is a mobile application that offers easy ride-hailing services to users around the middle-east region. The brand offers mobility services to more than 3 million users and has been one of the most popular ride-hailing services.

Apart from this, the brand also offers integrated wallet top-up transactions that let users' pay anytime, anywhere via an online money app. This wallet service is also added to their mobility app making ride payments easier too.



HIGHLIGHTS

20%

Uplift in
Quarterly
Conversions



27%

Increase in
Quarterly
MAUs



962k

Booked rides
after getting
notifications



“

What They Say About MoEngage

“We wanted to reach our customers in an efficient way by ensuring our engagement is personalized. With MoEngage, we were able to achieve this in a dynamic way as we not only customized messages based on user location but also optimized the time these messages were sent. MoEngage platform helped us reach our engagement objectives and boosted our conversion goals.”



Hasan Abu Ghosh
Head of Marketing, Jeeny

THE CHALLENGE

Any company that offers mobility services will have a strong app userbase because of its service usability - so was the case with Jeeny as they had 3 million registered users on the app. However, the brand observed that the frequency and volumes of the rides were decreasing rapidly. The reason behind this could be that the brand's marketing team was utilizing simple, basic push notifications to engage their users. This created a gap between them and their users as the touch-base with any user based on their app interaction and app journey was missing.

The marketing team at Jeeny wanted to offer relevant real-time communication to the customers on new offers and discounts, specific offer codes to loyal users, and more. The team wanted to create user journeys that will allow them to send the right message to the right users. Due to the absence of a strong marketing automation platform, the brand could not bridge the gap between the customer and their app as the relevancy was missing.

GOALS

Boost user activity on a monthly basis by offering relevant engagement

Increase conversions using offers and discounts

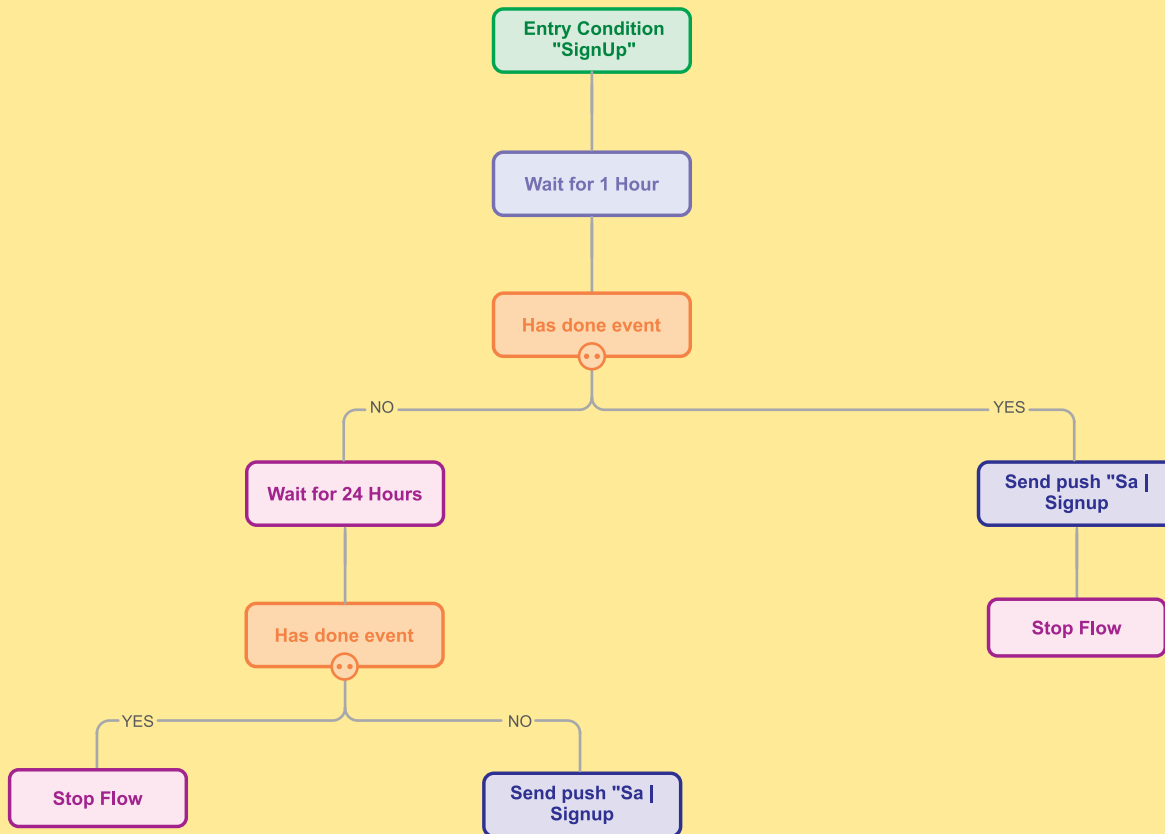
Enhance customer engagement by creating user journeys for dynamic communication



THE SOLUTION

The marketing team at Jeeny didn't want an automation tool to just engage their users. But wanted to create specific user journeys based on the usage and communicate with their users. After considering other platforms, the brand decided to opt for the MoEngage platform. With MoEngage platform, the Jeeny team wanted to:

- First, segment users based on their usage to create user journeys
- Second, create Flow campaigns based on their journeys
- Finally, offer personalized and relevant messaging



Creating User Journeys

For ride-hailing companies, it becomes crucial to understand their user journey in terms of app activation and frequency of usage. So when Jeeny's team decided to have a user journey mapped with the specification, the MoEngage Segmentation feature came in handy. Using this feature, the team first segmented users based on app activation then further drilled it down to the frequency of usage. So the team then had two pools of users-active, recurring users, and active, occasional users. Using these two pools, the brand's team created Flow campaigns to map-out messaging that will help them offer the right offer/discount to the right user at the right time.

Cross-channel Flow Campaigns

Once the segmentation was in place to map user journeys, Jeeny's marketing team then decided to utilize MoEngage Flows to create user campaigns that will help with automate relevant messaging based on user app activation and frequency. For Flows, the team utilized mobile app and email channels to sent push notifications, in-app messages, and emails. This ensured that the users were getting relevant offers with codes depending on how they are using the app.

Personalized Messaging

The brand's team was sending out messages on cross-channel depending on user journeys created. These messages were being personalized based on the user's relevancy and current location. So basically, if a frequent user was booking a ride for a route taken frequently, then the user will get an offer code related to that route or city. Apart from this, the brand's team tweaked their messages based on language preference—users with Arabic preference received notifications in Arabic, and users with English preference received English notifications.

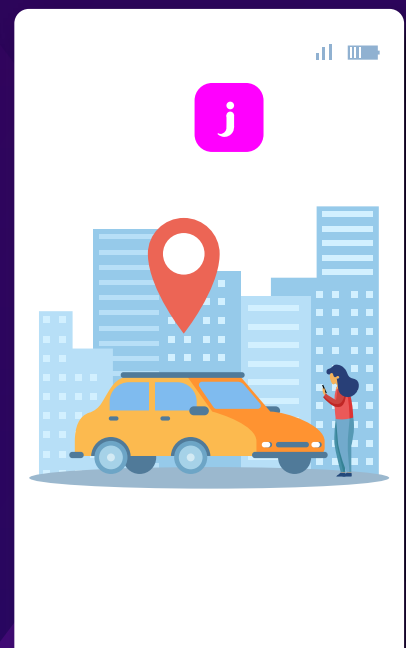
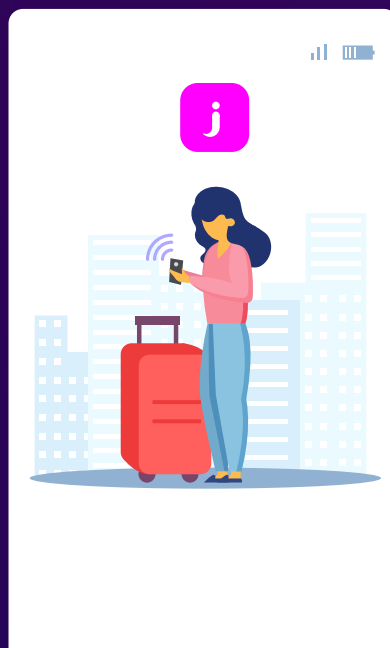
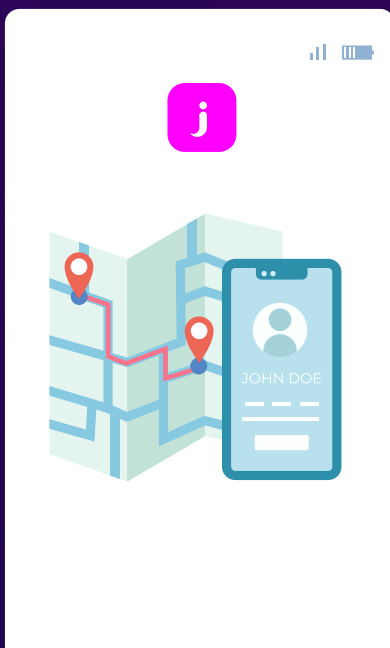




THE RESULT

By utilizing MoEngage's multiple features—Segmentation, Flows, and Push Notification—Jeeny ensured that they were engaging their users with relevant messages. The brand wanted to ensure that they were informing their users not only about the upcoming offers but also offers based on app utilization by the user(s). This strategy observed that the brand's **MAUs increased to 27%**, and using the view-through attribution, they witnessed **more than 900k users booked cabs** after clicking on notifications sent (push, email and in-app notifications).

The users were using the app more frequently **boosting the brand conversion rate to 25%**. The brand also ensured that they reach the customers in a dynamic way through multiple touchpoints by employing MoEngage Flows. This helped the brand increase its engagement rate and **observed a CTR of 1.9%**. On the whole, the brand was able to attain its key objectives in the engagement strategy.



About MoEngage

MoEngage is an intelligent customer engagement platform, built for the mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, and SMS, with auto-optimization towards higher conversions. Fortune 500 brands across 35+ countries such as McAfee, Samsung, Tokopedia, Traveloka, and Airtel use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner's Magic Quadrant for two consecutive years and is the youngest company on the list alongside giants such as Salesforce, IBM, and Oracle. It is also the highest-rated mobile marketing platform in 2019 Gartner Peer Insights 'Voice of the Customer' Report.

Read More About MoEngage's Cross-channel Engagement ▶ [Here](#)



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