

moengage + OYO



MoEngage Helps OYO Deliver Seamless Omnichannel User Engagement

OYO is a hospitality unicorn that is valued over \$1 Billion. It is known for its technology-driven process that has a heavy emphasis on user experience and engagement.



SOLUTION

OYO counted on MoEngage as a campaign management tool that would enable them to unify their customer experience, drive more bookings through personalized hotel recommendations and price offers.

WHAT THEY SAY ABOUT MOENGAGE



“MoEngage’s scalable tool helped us to run seamless user engagement campaigns across multiple channels.”

PRANAV KUMAR
CRM Head
OYO



RESULTS

8x

Increase in engagement campaigns

5x

Increase in CTR



ABOUT OYO

OYO is a hospitality unicorn that is valued over \$1 Billion. It has 1800 hotel properties located across 500 cities. OYO is known for its technology-driven process that has a heavy emphasis on user experience and engagement. Its USP is that it allows users to book hotel rooms in 3 taps or less than 5 seconds.

GOALS



- Deliver a seamless omnichannel user experience that resonates with OYO's brand identity
- Offer personalized hotel recommendations and price offers to customers through push notifications, SMS and emails
- Scale the offer information process rapidly along with OYO's business growth



The Solution

OYO counted on MoEngage as a campaign management tool that would enable them to unify their customer experience, drive more bookings through personalized hotel recommendations and price offers.



Personalization at the heart of marketing

Room bookings are highly personal in nature. Customers always want to book rooms that appeal to them emotionally and economically. OYO uses MoEngage to create personalized hotel recommendations based on the user's past booking trends or browsing patterns. The system also takes into account the price preferences of the user thereby creating personalized offers that have higher CTRs.



Amplifying offer information

OYO has a highly fragmented user base that is accustomed to omnichannel customer journeys. They search online using a mobile, look at social media reviews, make enquiries through email and finally complete the booking through the website or the mobile app. MoEngage's omnichannel campaign management enabled OYO to deliver a seamless user experience that was uniform and consistent across all the channels.



WHAT DO THEY SAY ABOUT **MOENGAGE**?

“MoEngage is a highly scalable tool that complements OYO's growth plans. They have a product team who work with agility to deliver new product feature requests in less than a quarter. We are also thoroughly impressed with the customer success team that gives quick resolutions for all our queries.”

PRANAV KUMAR
CRM Head, OYO



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.

Read More About **MoEngage's Seamless User Engagement Here**

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