

Treebo Achieves Higher Conversions and Improved Delivery Rates with MoEngage

Treebo is one of India's top-rated tech-enabled hotel chain with 430 hotels in 83 cities.

The Challenge

The budget hotel industry in India is a crowded space. Treebo was striving to establish their brand and recall while differentiating themselves based on a superior customer experience across touch points.

Solution

Using MoEngage, Treebo implemented marketing automation practices to drive conversion rates and a tech-stack to optimize the mobile and web experience.

What Do They Say About MoEngage?



"We felt it's important to drive engagement with a user who's not yet acquired. To personalize that journey for every returning and not acquired customer is important and that's why we use MoEngage."

Rana Vishal Singh
Head of Marketing,
Treebo

Results

Boost in Conversion Rate

Through personalized brand communication

Improved Delivery Rate

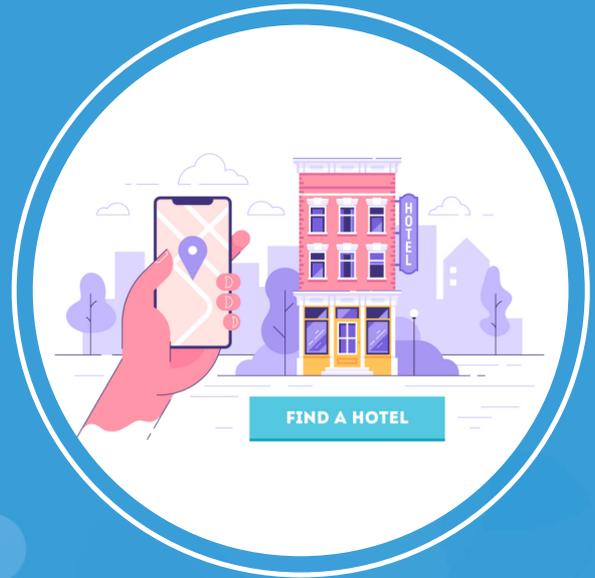
For Push Notifications sent using MoEngage platform

Optimized Mobile Experience

Using MoEngage's On-site Messaging

About Treebo

One of India's leading tech-enabled budget hotel chains, Treebo offers quality accommodation at affordable prices. Emulating the vast reach of the banyan tree (from where it gets its name), Treebo is currently active across 430 hotels in 83 cities.



Goals

- Convert new users by personalizing their onboarding journey.
- Position brand Treebo using personalized messaging platforms.
- Improve conversions by optimizing mobile and web experiences.

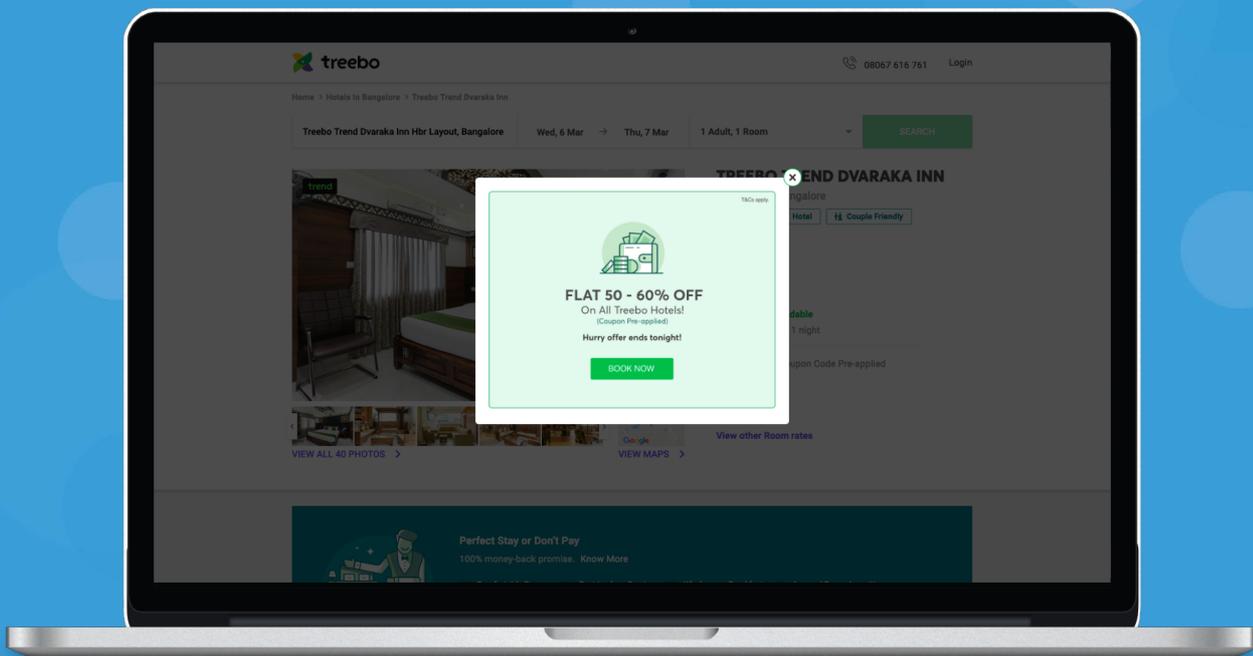
The Solution

Treebo needed a customer engagement platform that would help them personalize the digital experience for its customers. Though they had the marketing messages in place that drove conversions, they needed a tech stack that would help them execute at-scale and improve customer's web and app experience.



Achieve Unique Brand Positioning

India's internet users will touch a staggering 627 million in 2019 and 97% of these users use mobile phones to access the internet; simultaneously the smartphone penetration in 2019 is pegged at 40% and so it's safe to say that customers are spoiled for choice. In such a booming online market, Treebo was finding it hard to position itself as a unique, stand-alone budget hotel chain that is different from online travel agencies, to build brand loyalty, and engage potential and new users. MoEngage's on-site messaging gave Treebo the freedom to use a series of messages that gave the user ample information about brand Treebo and what it offers.



Expanding User Lifecycle

MoEngage's marketing automation helped personify the marketing messages created by Treebo. MoEngage's tech stack enabled Treebo to use its personalized messages at every stage of onboarding, right from app installation to acquisition. Personalization at this scale helped Treebo reach out to its app and web users. MoEngage's marketing automation gave a boost to Treebo's conversion rates by enabling personalized messaging.



Increase Engagement Using Triggered Messages

Though Treebo's marketing team was successfully acquiring leads through targeted marketing messages, the tech team was unhappy with the website and app performance. They used MoEngage's platform to trigger real-time messages that reached users even after they left the website. This not only increased their conversion rates but also improved the overall website engagement.



What Do They Have to Say About MoEngage?

"The conversion rates are really good and MoEngage has improved delivery rates in a very turbid environment where people are connected to multiple networks and are always on the go. The conversion rates apart, I'll go ahead and vouch for the tech stability you have as a product. We have strong faith in the Tech Stack that MoEngage has developed. That's the USP of MoEngage."

Rana Vishal Singh
Head of Marketing, Treebo



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.

Read more about MoEngage's Customer Engagement Platform at www.moengage.com

Gartner

 Magic Quadrant

Magic Quadrant for Mobile Marketing 2018 and 2019

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COOL VENDOR

Cool Vendor in CRM 2017