

moengage

| ALODOKTER

Alodokter Witnesses 45% Uplift in Engagement using MoEngage's AI-based Campaign Optimization

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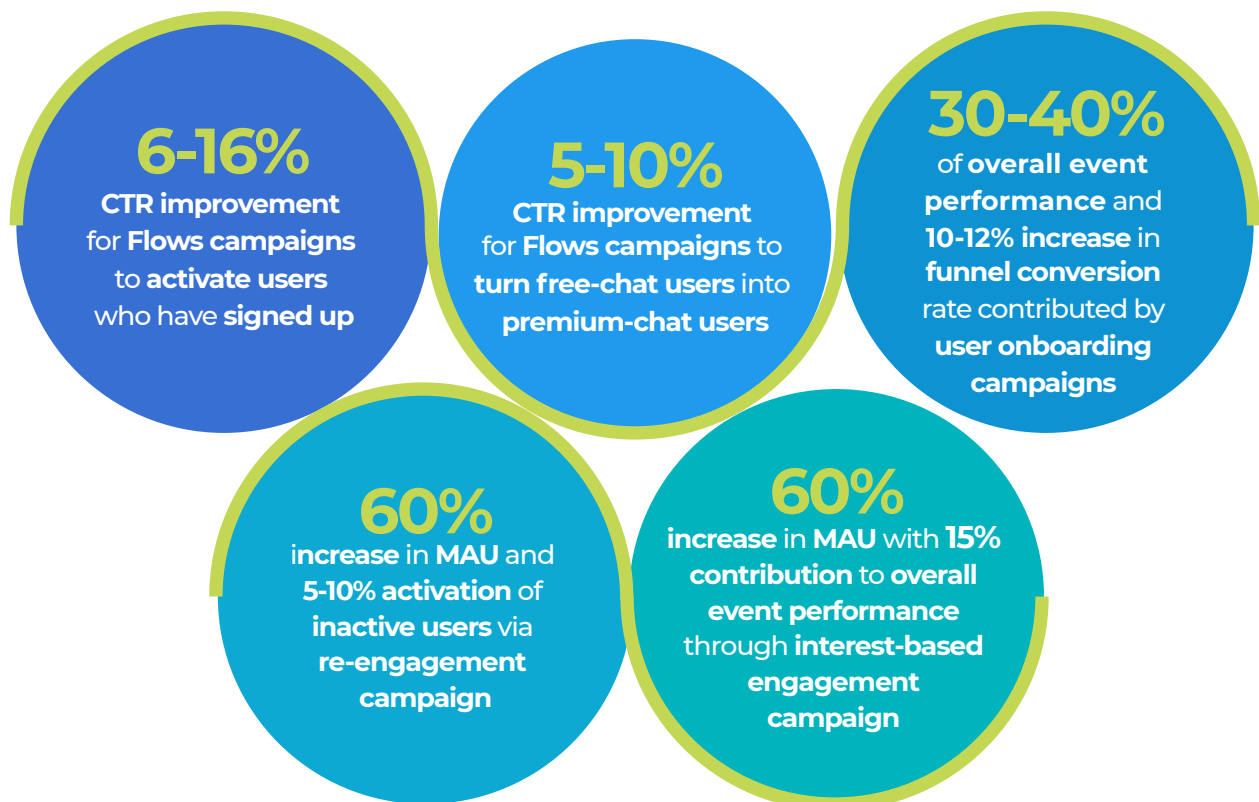


About Alodokter

Alodokter is the leading Indonesian healthcare super app created in 2014 by Nathanael Faibis and Suci Arumsari. Alodokter provides an end-to-end digital solution to patients including telemedicine, doctor booking, medical content, and health insurance services. As the leading telemedicine platform in Indonesia, Alodokter has more than 28 million monthly active users, and more than 40,000 certified doctors on the platform. The integrated mobile solution for patients and doctors provides 600,000 monthly patient-doctor interaction with over 40,000 doctors.

Alodokter has always prioritized its customer's health and wellbeing above all else, whether it is through doctor-approved health-related information or reliable consultation with medical professionals. Alodokter's drive to provide credible sources of information via articles and expert consultation was all the more crucial during the global pandemic. The healthcare super app provided information on affected areas, measures to prevent and control the spread of the virus, among other vital assistance. The users were engaged and informed via push notifications sent to their mobile devices.

Highlights



What they say about us?



One of the biggest improvement areas for Alodokter has been customer engagement and churn reduction. Post MoEngage integration, Alodokter is now able to retain more than 50% of its installed users. Combined with the immensely strong mobile engagement portfolio, expert local customer support, and a very responsive customer success team, MoEngage is the ideal choice for an intelligent customer engagement partner.



Arian Vivaldi

Head of Marketing, Alodokter



Challenge

Healthcare apps face significant challenges in constantly engaging users who would otherwise use these apps only when they are sick. During a pandemic, reaching out to the users at the right time using the right message became a priority. Alodokter chose to resolve the problem by choosing to educate users about precaution, prevention, and safety measures. The doctor-approved and certified resources within the app included healthcare articles on a wide variety of subjects and topics.



“One of the best performing and proven channels to engage and retain our app users is push notifications. To increase the efficiency of our campaigns, we want to experiment with the content through MoEngage’s machine learning campaign optimization combined with A/B Testing.”



Satrio Darmawan

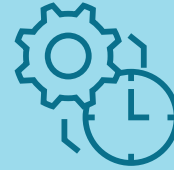
Senior Digital Marketing Strategist, Alodokter



Goals



Increase app engagement to reduce churn and boost retention



Increase active users across the app



Improve CTRs and conversion rates of push campaigns to uplift engagement

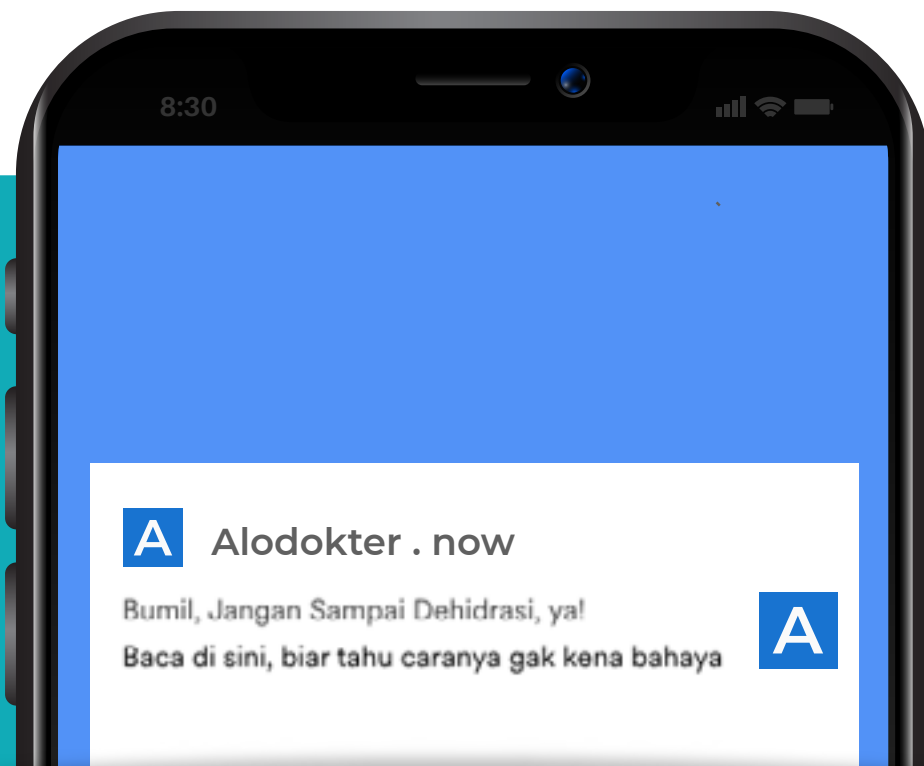


Solution

In order to improve the CTRs and conversion rates of the push campaigns, it was essential to segregate the audience based on where they drop-off, map out user journeys and execute Flows campaigns based on the journeys. The AI-enabled content optimization feature, combined with rigorous A/B testing and personalized recommendation, enabled the healthcare super app to run push campaigns with improved click-through and conversion rates, increase engagement, arrest churn, and re-engage inactive users.

Smart segmentation based on conversion event, funnel drop-offs, and user attributes

In order to identify and target better, the brand segmented its user base based on location, preferences and attributes, conversion events, and funnel drop offs among other key factors.



Dividing user journey to enhance effectiveness of campaigns

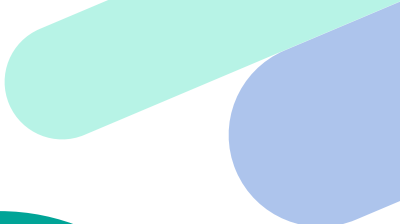
The entire user journey at Alodokter is divided according to app events and conversion, which are then earmarked for targeted campaigns. The app events and conversion use cases range from installing the app to utilizing any of the app features, and drop offs in the funnel stage. Upon identifying these stages in the user journey and by segmenting users, Alodokter is able to send effective push campaigns uplifting engagement, increasing user activity, and improving retention.



Executed Flows campaign based on user journeys using content optimization

The conditions used for the flow campaigns vary based on the nature of the campaign i.e. onboarding, engagement, or re-engagement. If the user has installed the app, they'll be nudged to sign up. If they have already signed up they'll be encouraged to perform a conversion event. After the first conversion, the goal is to get users to perform several other conversions over the duration of the campaign.

The content optimization feature aka MoEngage's *Sherpa helped in choosing the right communication approach for the Flows campaigns by measuring, analyzing and optimizing the content.

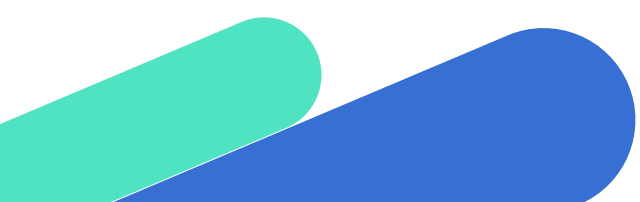


Leading in SEO and site traffic in their focus region, Alodokter added e-pharmacy feature to its product offering. They floated a survey using MoEngage push notification and it proved to be one of the most significant upliftments witnessed by Alodokter. The CTR improvement in their e-pharmacy survey campaigns was 19% for iOS and 40% for Android devices. The CTR improvement can be attributed to a combination of optimization powered by Sherpa and personalized content.

Push campaigns to boost retention, optimize engagement, and increase active users

Like most mobile apps, Alodokter realized that a lot of uninstalls happen right after installation and as time goes on the retention decreases leading to churn. So, it was crucial to engage with users from the beginning through proper onboarding and based on their interest. There was a need to re-engage inactive users as well to arrest churn. The metrics that Alodokter used were usage-related like MAU and relevant app event conversion rates.

Here are some of the campaigns conducted by Alodokter that not only helped them reduce churn but also engage existing users, re-engage inactive users and improve the conversion rates:





User onboarding campaign

Using this campaign, the brand's team help users navigate seamlessly and perform actions easily within the app. The campaign objective was to engage with users in the beginning and increase several event conversions within the onboarding funnel.

A/B tests were conducted on various message approaches like easy registration, novel app features like chatting with certified medical professionals, booking doctor appointments, and unlimited access to authentic resources on various health-related topics. A/B tests were also performed to optimize timings of push sent.



Engagement campaign based on user interest

Using this campaign, the team segment users who are active on the app based on their interest and then engage and retain them.

A/B tests were conducted and campaigns were optimized using different articles (clubbed under topics like pregnancy, child upbringing, and beauty), notification frequency, and timing.



Re-engagement campaign for inactive users

This campaign engages with users who have been inactive for several weeks and attempt to activate them. The brand utilized automated campaigns that are triggered to send a notification when users aren't opening an app in several weeks.

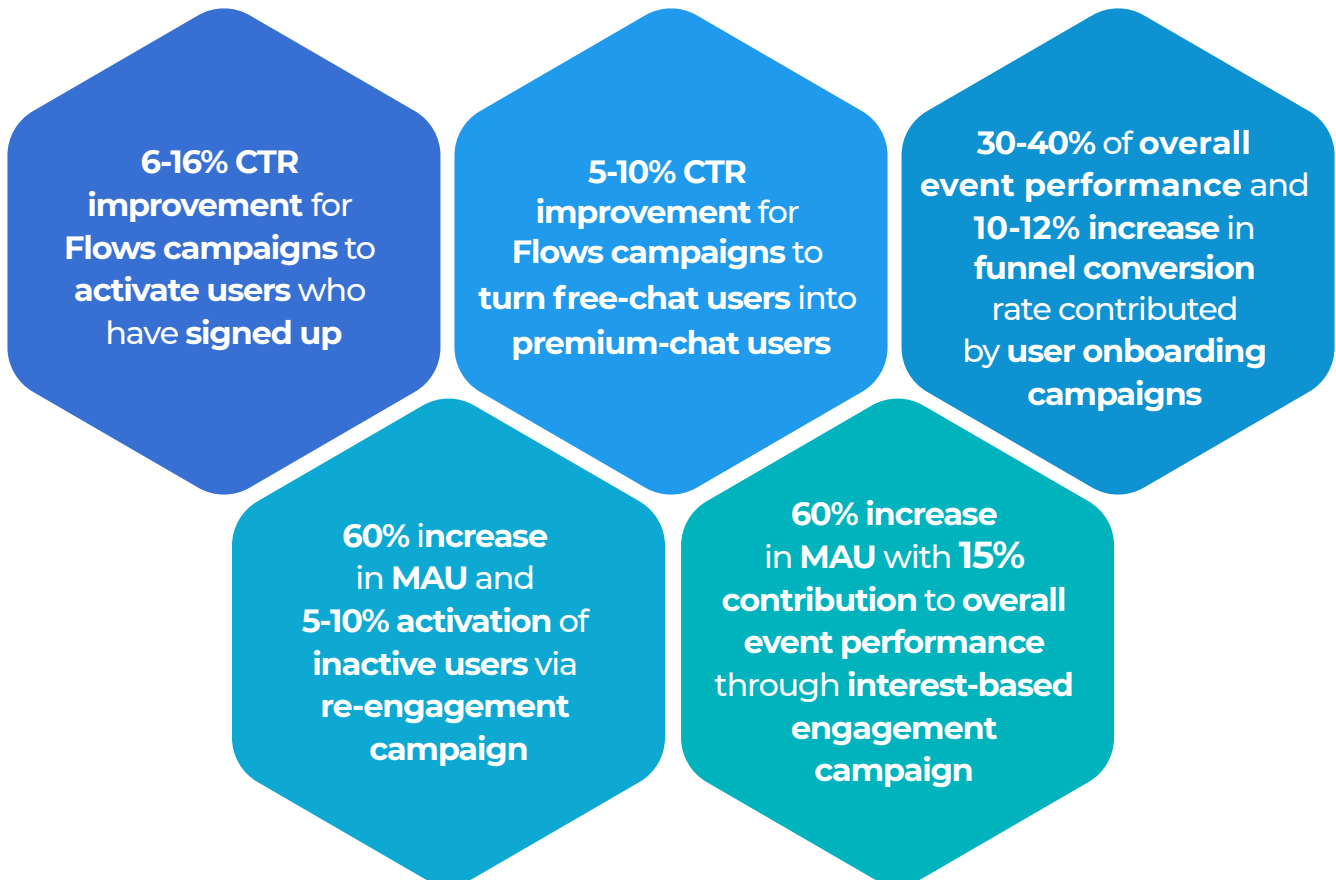
Alodokter refreshed message variants sent via push notifications and conducted A/B tests on said variants viz. unique app features, real-time chat with doctors, and unlimited access to authentic resources on health.



Results

The outcomes of the push campaigns speak for themselves!

Alodokter's marketing team were not only able to reduce churn and increase click-through rates (CTRs) and conversion rates (CVRs), but were also able to increase app engagement and re-engage inactive users.



The team witnessed a whopping **45% uplift** in engagement from push campaigns using MoEngage's Machine Learning Campaign Optimization (aka Sherpa) alongside an increase in CTRs, CVRs, churn reduction, and adoption of premium features.

About moengage

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee along with internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate efficient customer engagement. The recent Gartner Magic Quadrant 2020 named MoEngage as the Leader under Mobile Marketing Platforms. Also, MoEngage has been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

Read More About MoEngage's Sherpa [here](#).

Gartner.



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