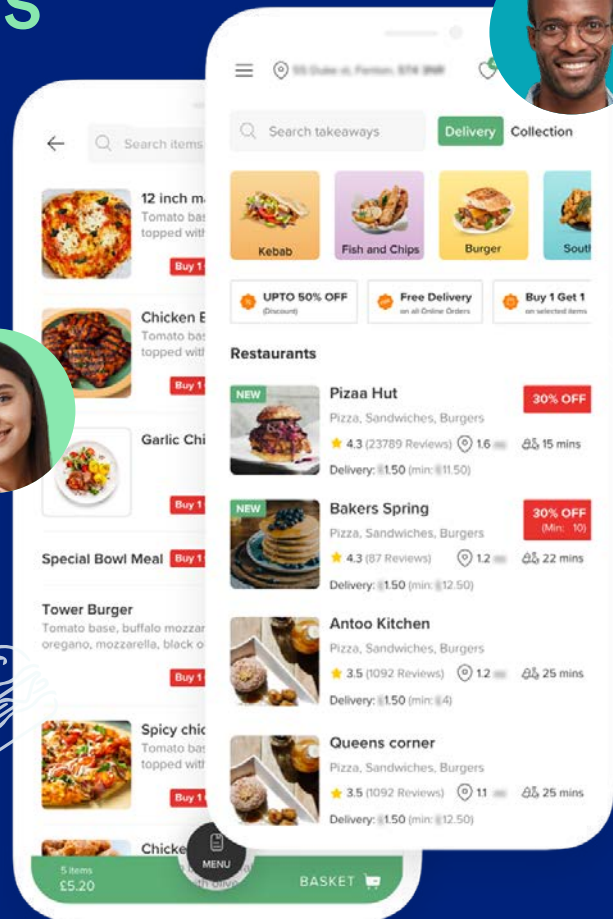


Foodhub Increases Basket Conversion to **86%** Using Customer Insights

About Foodhub

Founded in 2008, Foodhub is the UK's third-largest online food delivery service. Their mission is to connect people with food. To help them, they turned to MoEngage in 2022. After that, their company metrics skyrocketed.

Click here to learn more about **Foodhub**.



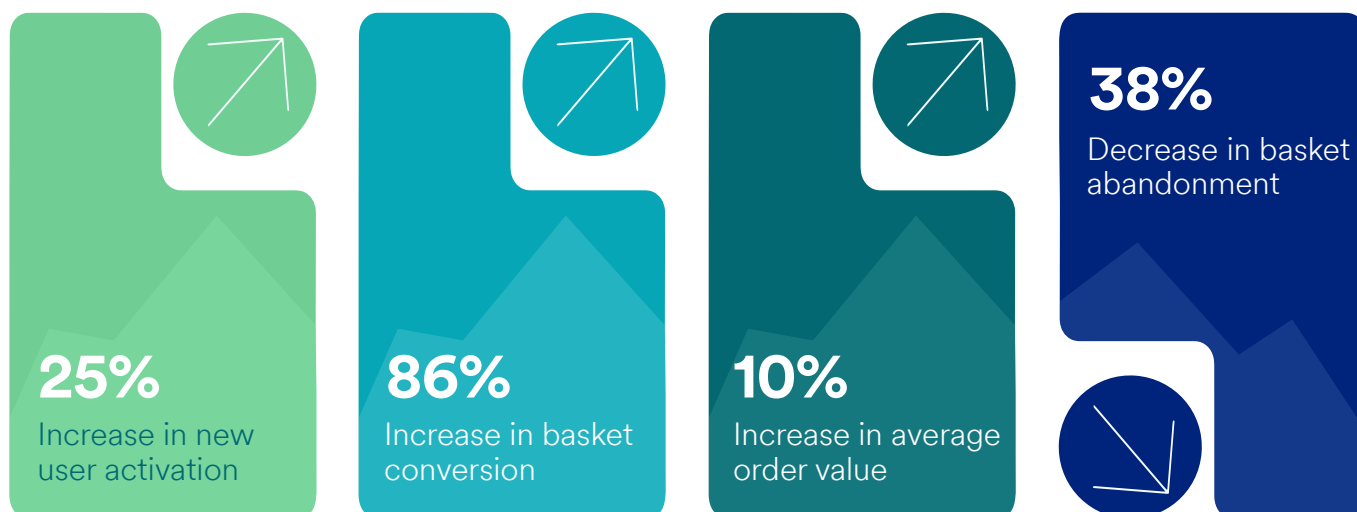
Dhananjayan Sekar

Head - Digital Marketing

FOODHUB™

“ MoEngage's comprehensive analytics, segmentation tools, and excellent customer service have dramatically improved our top and bottom-of-funnel metrics. We couldn't be happier about our partnership with them. ”

Foodhub's Customer-First Approach Driving Strong Results



How it All Began and What Lies Ahead

Foodhub was looking for a Customer Engagement Platform that allowed them to segment customers effectively based on their habits and provide them with advanced analytics to help them make informed decisions, resulting in increased cart conversions, new user activations, order value, and overall growth.

MoEngage's RFM capability helped in identifying different segments of customers and sending relevant communications across channels such as SMS and In-app. This enabled Foodhub to enhance engagement with inactive customers, reduce churn, and encourage basket abandoners to complete a purchase.

Foodhub realised the limitations in analytics and segmentation capabilities with their incumbent CEP.

Quick and efficient onboarding within 4 weeks



They chose MoEngage for its ease of use, advanced analytics and segmentation capabilities.

Positive impact in new user activation, retention, basket conversion and order per customer within 90 days.

Plans to centralise engagement for the 30k+ takeaway partner network through MoEngage.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by over 1,200 brands, including Nestlé, Deutsche Telekom, Unilever, Sweatcoin, Ally Financial, McAfee, Flipkart, Domino's, and OYO. MoEngage enables marketers and product owners to understand customer behaviour and engage them across web, mobile, email, social, and messaging channels. Consumer brands in 35 countries use MoEngage to power digital experiences for 1 billion monthly customers.

Contact Us:

europa@moengage.com

3, Waterhouse Square, 138 - 142 Holborn, London, EC1N 2SW

To learn more,

visit moengage.com



moengage