



Mamikos Boosts Room Rental Bookings by 20% Using MoEngage Analytics



ABOUT Mamikos

Mamikos, Indonesia's most popular room rental app, found back in 2015 to offer an easy, accurate yet trusted room rental services. Mamikos has been providing and managing accommodation with detailed information from various cities of Indonesia. The brand has been offering long-stay room rental services to over 2 million users.



RESULTS

20%

Boost in room rental bookings

9%

Increase in users moved from 'Room View' to 'Booking' stages in the funnel

30%

Improvement in CTRs on conversion campaigns



THE CHALLENGE

Mamikos lists over 2 million rooms across 140 cities in Indonesia. With over 1 million app users, the brand offers authentic listings and wants to ensure that users find the right room for themselves. They also have a team called 'Mamicheckers', who do a thorough examination of the rooms before renting it out.

While operating at such a large scale, Mamikos observed two challenges:

1. **Business ROI:** Mamikos observed that around 90% of its users dropped-off their app or website after searching for a rental property without closing the bookings. Mamikos wanted to plug that leak and encourage more and more users to complete bookings using their app or website. Also, to understand the channel touchpoints (website and app) and if the users would switch from app to website and vice versa while performing any action.
2. **In-product engagement:** With the existing setup, Mamikos could not feed back user behavior on their app and website to their marketing communication. As a result, they were sending generic communication about the available property to its users. They wanted to switch to a more personalized approach to engage users.



GOALS

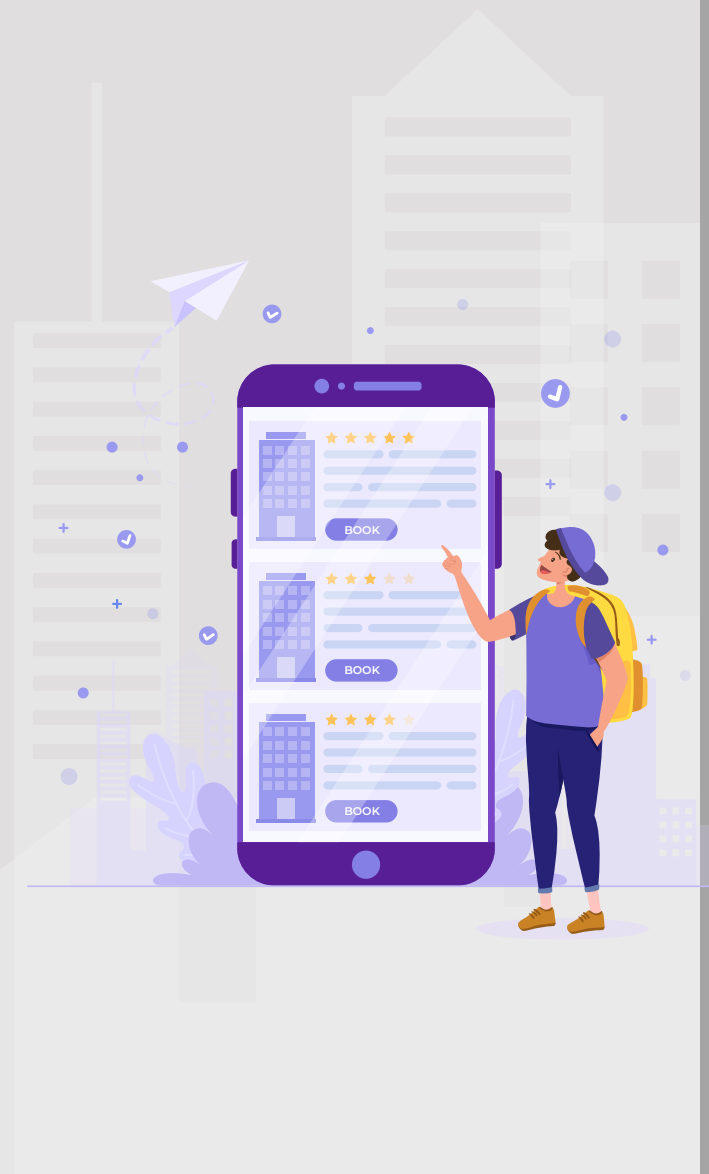


THE SOLUTION

Mamikos' two-fold challenge meant that they needed a platform that will help them:

- **Analyze user behavior at different stages and create user journeys.**
- **Understand drop-offs across the user journey and spot leaks in their conversion funnel.**
- **Offer personalized communication based on user behavior for better engagement.**

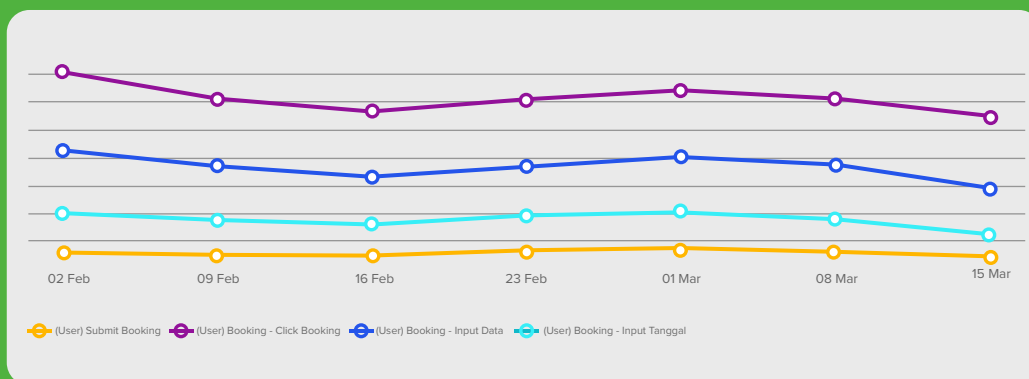
Instead of utilizing multiple platforms, Mamikos decided to opt for a single platform that will offer actionable analytics on user behavior and dynamic user engagement. After screening many platforms, the brand chose MoEngage platform as it provided analytics, engagement, and personalization in a single platform.





Analyze Tenant Behavior to Create User Journey Funnel

Before using MoEngage, Mamikos gathered user data using multiple tools across their website and app. As a first step, the brand wanted to collate the data from different tools into a unified CRM and then analyze that data to create user journeys.



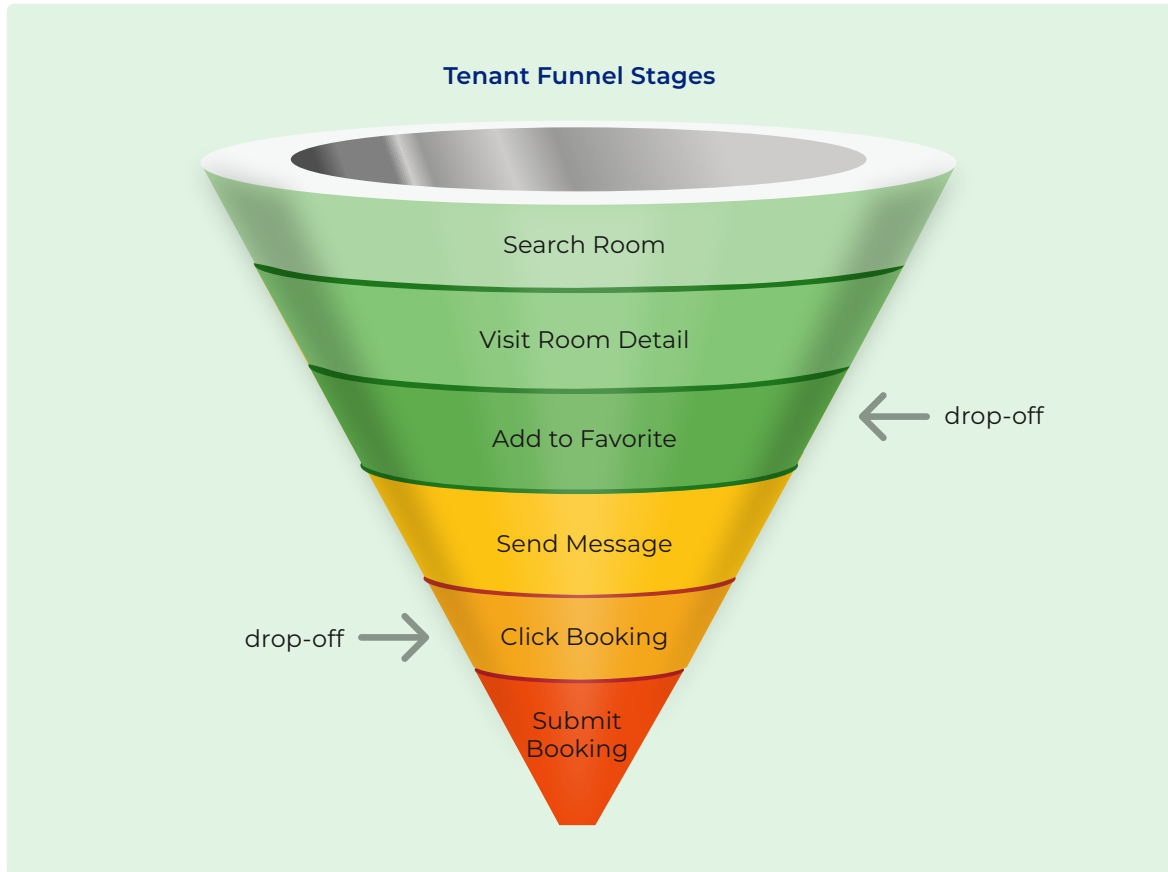
Integration Using Open Analytics:

Through MoEngage's Open Analytics feature, Mamikos was able to ensure that data from various analytics tools seamlessly flowed into MoEngage's CRM. They were able to integrate data from Google Data Studio and Mamikos App Analytics into one MoEngage dashboard.

Behavior Analysis to Create Funnel:

Once data was unified using MoEngage, Mamikos classified the data between its touchpoints—Web and App. This classification helped them interpret user behavior on different channels and map them into user journeys using MoEngage's Analytics Funnel.

Here's how the funnel looked like for Mamikos:



User Drop-Off Analysis:

A deep-dive into the funnel data using Behavioral Trends helped Mamikos identify two stages in the user journey that showed huge drop-offs.

- The 'add to favorite' stage: At this point, a large number of users favorite property but didn't come back to the app or website to complete the booking.
- The 'booking' stage: At this stage, users either clicked on the booking button but didn't submit the entry or viewed the booking message but did not complete the booking.



Offer Personalized Engagement Using Actionable Insights

Armed with actionable data and insights on user behavior, Mamikos could now revise its generic communication to a more relevant, personalized engagement strategy.

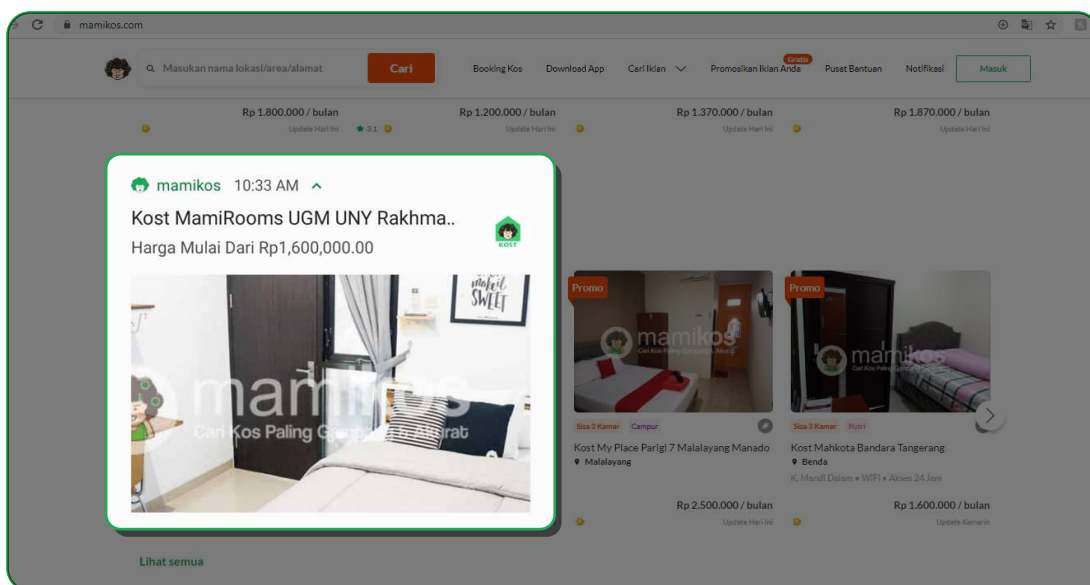
The brand categorized their engagement campaigns to achieve two goals—

- Reactivate users at the drop-off stages
- Engage active users and stay connected

For both these campaigns, the brand implemented an omnichannel marketing strategy and leveraged MoEngage's Email Campaign, Push Notification for their app, Web Push for their website, and Connectors for social targeting.

Users Reactivation with Smart Triggers:

Mamikos monitored funnel drop-offs and sent real-time automated messages to users based on their event action. For instance, if the user were in the 'visit detail property' stage, the expected activity for the user would be to either mark the property as 'Favorite' or contact the property owner. For users who did not perform either of these actions, a message was triggered prompting the user to return to the app or website and complete the action.



Apart from this, the brand also utilized Connectors for retargeting users on their social media i.e., outside their app and website. They scheduled personalized Facebook ads for users based on their search history within the app and website. These ads had pictures of the properties that the user had searched or added to their Favourite, but not booked.



What They Say About Us

“MoEngage helps us get a 360° view of our users. This helps us build a user-centric approach to our product experience and marketing communication. We are better equipped to understand user pain points and improve the overall user experience. This has also helped us grow conversions and takes us closer to our goal of being the most-preferred rental app in the region.”

Toni Indrawan


Product Manager, Mamikos


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 Analytics [▶ Here](#)



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