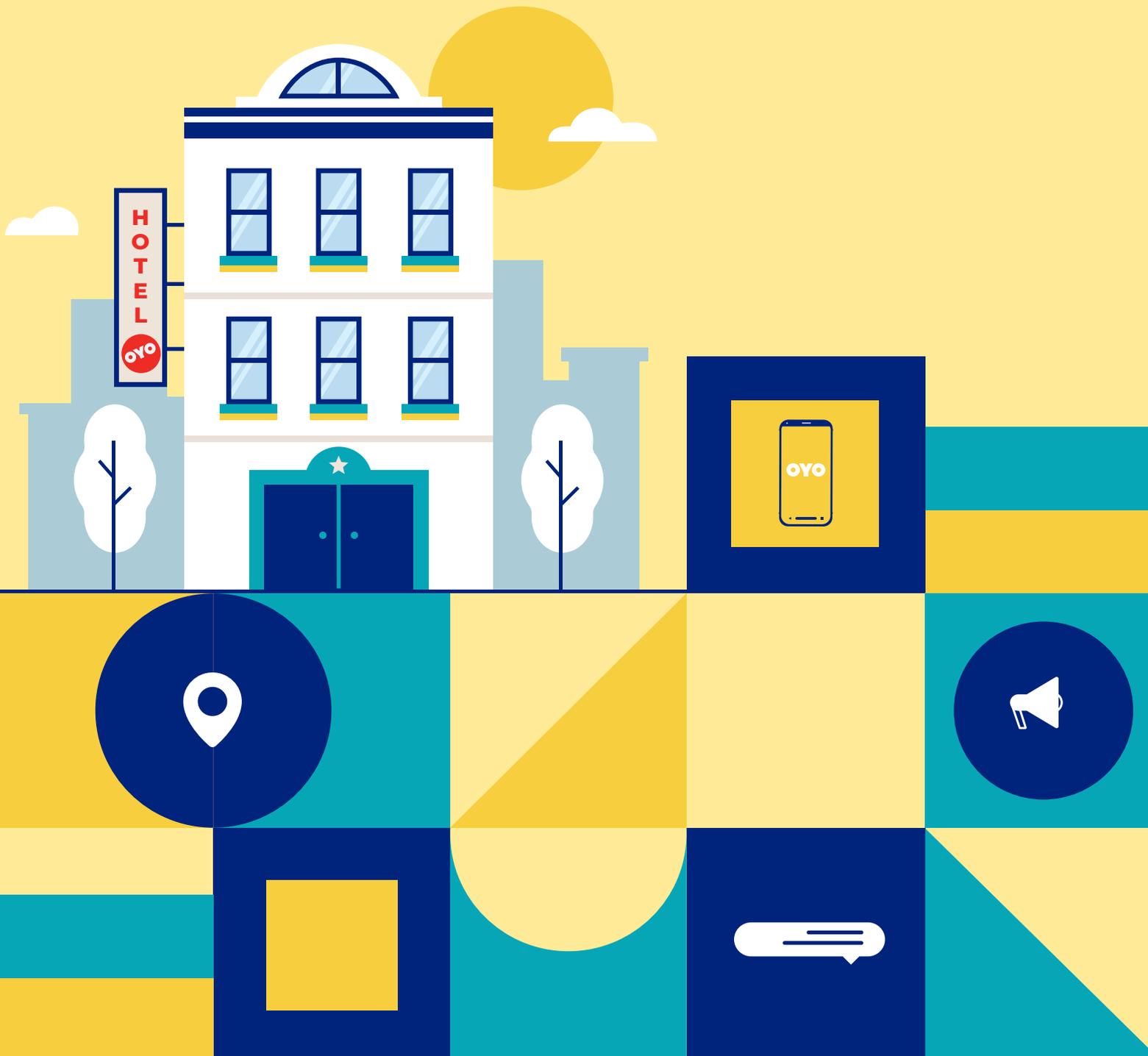
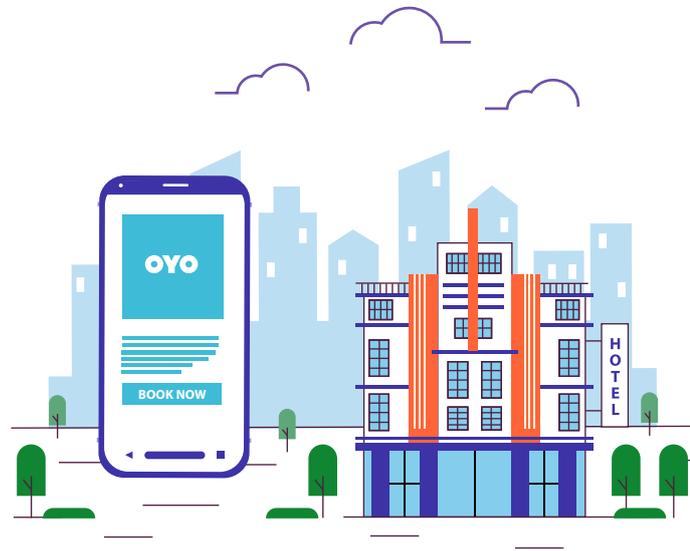


OYO Boosts Push Notification Delivery by 44% Using MoEngage



ABOUT OYO

Opening its doors in 2013, OYO Hotels and Homes, a young hotel startup, today is the world's leading chain of hotels and homes. OYO today operates in over 800 cities in 80 countries, including the U.S., Europe, U.K., India, Middle East, Southeast Asia, and Japan.



RESULTS

44%

Increase in delivery rates for Xiaomi Devices.

25%

Uplift in overall push notification campaign delivery rates.

THE CHALLENGE

As a technology-driven hospitality company, OYO's focus was on delivering a seamless experience to its users. They sent personalized hotel recommendations and price offers to customers through SMS, emails, and especially push notifications. However, OYO faced a characteristic problem. The delivery rate of Chinese OEMs such as MI devices was abysmally low. Considering that over 17-20% of OYO users used Xiaomi devices, OYO witnessed low delivery rates. It was less than 30% for active users. As the overall adoption of Xiaomi devices grew, OYO had to find ways to increase the delivery rate for Xiaomi devices.

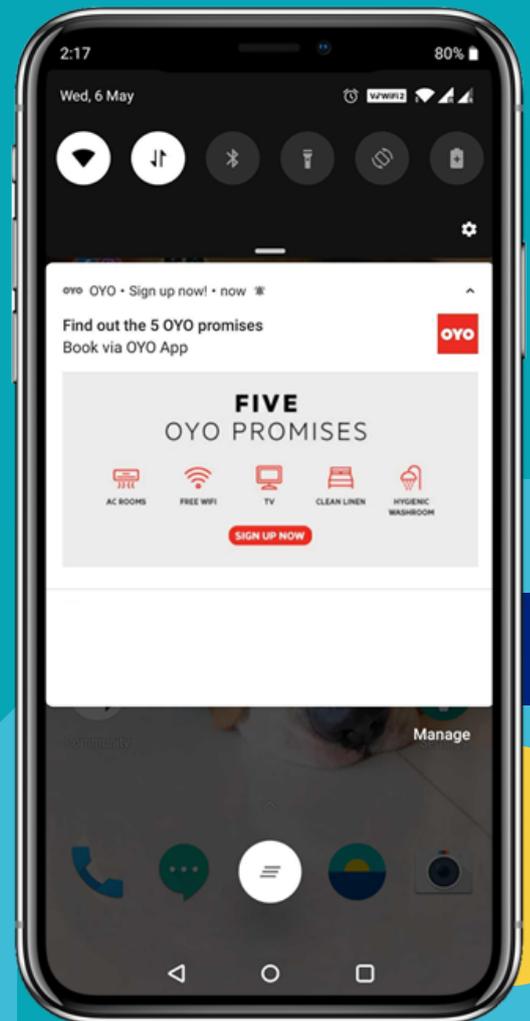
GOALS

- To increase the delivery rate to enhance the scalability in the market eventually.
- To personalize hotel recommendations for the users to increase the users' interaction with relevant communication.

To achieve these goals, OYO partnered with MoEngage.

SOLUTION

OYO employed smart triggered push notifications to send offers and discounts to users based on their app usage. To make the engagement more dynamic, the brand utilized MoEngage's DPM feature that customized communication based on user actions and behavior.



Improved the overall delivery rate

With MoEngage Push Amplification, OYO was able to improve its delivery rate by 44% for Xiaomi devices and saw an increment of 25% in their overall campaign notification delivery. Using this feature, the brand was able to deliver its push notifications to users who owned a Xiaomi or any other Chinese smartphone. MoEngage's Push Amplification offers a unique fallback mechanism to deliver notifications at a later time in case the FCM fails. This helped the brand in reaching more users and ensure users never miss an update from OYO. An overall boost in push notification delivery also supported in converting more users eventually.

Dynamic Product Messaging to personalize notifications

Once the push notifications were getting delivered, OYO wanted to employ personalization. Using MoEngage's Dynamic Product Messaging (DPM), the brand decided to engage active as well as dormant users using their search and booking history to offer the right message at the right time. Eventually, the brand improved the engagement at the user-level by offering communication that included hotel attributes and user behavior within the app.

RESULTS

44% *improved delivery rates for Xiaomi devices*

15% *boost contributed via Push Amplification +*

2X *higher CTRs using personalized notifications*

25% *improvement in overall push notifications campaign*



Here's What OYO Has to Say About MoEngage

"MoEngage has played a pivotal role in realizing our communication strategy. It stitches together all channels seamlessly and complements them with features like Dynamic Product Messaging, Advanced Analytics, Intelligent Delay Optimization, and Push Amplification that helps us serve the right message to the right people at the right time, at scale."

Arjya Nathvani
AVP-CRM, 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. It is also the highest-rated mobile marketing platform in 2019 Gartner Peer Insights and Voice of the Customer's Report.

Read More About MoEngage's Push Amplification + [▶ Here](#)



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