

SUCCESS STORY



Spielworks Sees a 200% Increase in Revenue as a Direct Result of MoEngage



The direct impact of MoEngage on Spielworks' growth increased by 200% over the previous year. The platform enabled the team to quickly launch various campaigns and customer journeys based on user data, which boosted conversions.

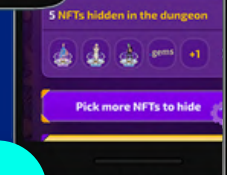
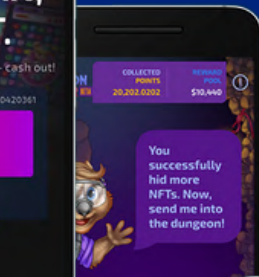
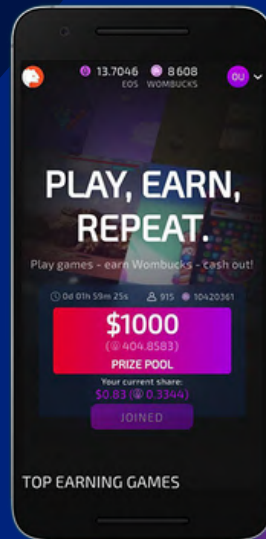
Read on to learn more about Spielworks and how else MoEngage helped with their growth.



About Spielworks

Spielworks is a blockchain-based gaming platform poised to transform the gaming industry. They make crypto easy, fun, and secure by enabling millions of players to enjoy benefits such as true ownership of digital assets, secure token handling, and comfortable interaction with exceptional blockchain games.

Find out more about Spielworks [here](#).



Business Challenges

The amazing growth of Spielworks' user base, from 1 million to 3 million in 2022, is a powerful indication of their success. Still, with current market conditions making it more challenging than ever, they knew that a strategy was necessary to sustain and grow customer lifetime value.

To do this, they looked for a customer engagement platform to keep customers informed on new products and community initiatives, automate campaigns and journeys to create efficiencies and deliver personalised content based on each user's behaviour.



The MoEngage Impact



Revenue Uplift

- ✓ 200% increase in revenue growth
- ✓ Insights-driven marketing campaigns
- ✓ Reduced time to market



Higher Retention

- ✓ Better customer behaviour insights
- ✓ Funnel analysis, especially dropoffs
- ✓ Highly personalised engagement



Team Efficiency

- ✓ Automation of marketing campaigns
- ✓ Multiple-channel strategy
- ✓ Time and resource effectiveness

“ The MoEngage team is reliable and helpful. From the implementation process to feature requests to debugging issues, they are quick to respond and always willing to help. We appreciate the support and open lines of communication between teams.

Erik Rossol

Head of Performance Marketing
Spielworks

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:

europe@moengage.com

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

To learn more, visit moengage.com