

# StepSetGo Uplifts Reinstalls by 8% With Push Amplification™ and In-App Messaging

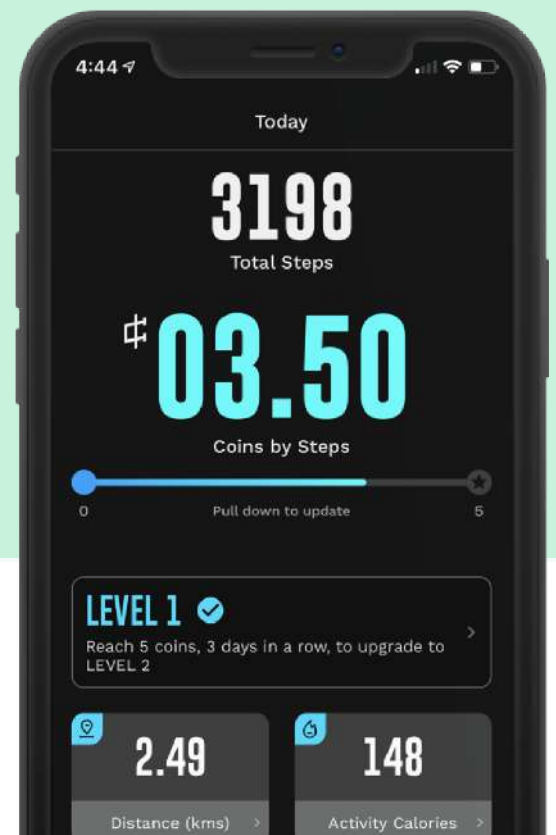


StepSetGo is a health and fitness app with over 9.5 million downloads and 7000 customers added per day. The brand aims to motivate its customers to get fit while incentivising walking by giving SSG coins.



The previous tool we used for segmentation was reactive. It would populate the segment with data after the segment criteria were defined. With MoEngage, once we set the criteria for segments, be it based on RFM or on affinities, the segment is automatically created based on analysing past and current data.

Misaal Turakhia,  
Co-founder / StepSetGo



## Understand Customers Workout Habits

The leadership team at StepSetGo discovered that the key to successful engagement was to understand customer habits on the app and engage them using these insights.

With the company rapidly expanding, they realised that implementing an omnichannel approach to sending personalised, and contextual communication would be challenging.

## Incentivising One Step At a Time

StepSetGo's team used the MoEngage platform to accurately segment their customers based on behaviour and RFM analysis.

They customised push notifications and in-app messaging based on the segments to engage active customers and re-engage inactive ones. StepSetgo was able to significantly increase revenue by redirecting customers to participate in challenges and offers via personalised in-app messaging.

The team launched two campaigns. The first had one to two push notifications sent to customers about to go dormant, and the second directed customers to the app's marketplace to use the SSG coins and make purchases. The integration of push amplification increased reach by 5-6%.

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