

The ENTERTAINER Chooses MoEngage and Migrates 45+ Apps within 10 Weeks



About the Brand

The ENTERTAINER (B2C)

Founded in 2001 and based in Dubai, the ENTERTAINER is the leading provider of 2-for-1 offers from well-known dining, leisure, entertainment, beauty, and hotel brands across the Middle East. The company successfully transitioned from a print publication to a data-driven tech company with the launch of the award-winning the ENTERTAINER app in 2013.

The ENTERTAINER business (B2B)

The ENTERTAINER business creates easy-to-use and cost-effective app platforms that leverage incentives to help connect businesses with their customers and employees. The business division works with 250+ partners globally. It offers clients loyalty solutions that allow them to leverage the ENTERTAINER model, venues, offers, and more to reward and delight their employees and/or customers.

Why the ENTERTAINER Migrated to MoEngage

Since 2016, the ENTERTAINER relied on another vendor to engage with and retain customers (before MoEngage).

However, the brand fell short in this endeavor as they faced various challenges like:

- ✘ **Limitations around data access and exports**
resulting in a lack of 360-degree views of every customer, leading to non-personalized interactions. Additionally, since they could not export data, this affected the operability with other martech platforms.
- ✘ **Limitations around custom attributes and reporting**
due to which they could not get a holistic view of their campaign performance.

As a result, they started evaluating other leading platforms, including MoEngage.

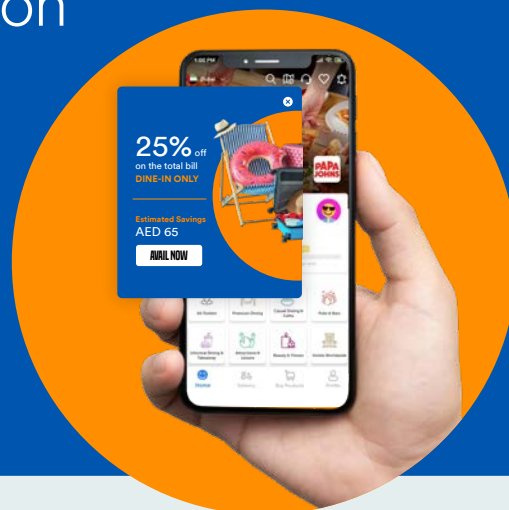
The ENTERTAINER ultimately chose MoEngage because of the following capabilities:

- ✔ **Single view of the customer**
- ✔ **Flexibility in custom attributes**
- ✔ **Strength around analytics, and data exports**
- ✔ **Functionality around business events and overall segmentation engine**

What played a crucial role in this decision-making was **the support they received from the MoEngage team during the evaluation stage, and the systematic yet flexible approach showcased by the Professional Services team.**

The ENTERTAINER and MoEngage Combined for a Swift Migration

The moment The ENTERTAINER chose MoEngage as their Customer Engagement Platform (CEP), the MoEngage Professional Services Team assisted Dubai's leading provider of Buy One Get One Free offers, onboard the first set of **10 B2B apps within a span of 30-40 days**



Along with SDK integration, the team also supported various use cases catering to different industries such as Banking, Fintech, Loyalty, Hospitality, Attractions, Tourism, Fashion, and more.

As this was a migration from another provider, MoEngage team worked with the Head of Technology and PMO Manager of the ENTERTAINER team to design the event schema, followed by migration of data and campaign from the other provider to MoEngage. MoEngage also assisted the ENTERTAINER team in migrating B2B data and campaigns/flows within the defined timelines.

Since the integration involved the brand's B2B and B2C business, one of the most critical tasks that the Professional Services team at MoEngage saw through was onboarding separate email domains for both businesses. They also catered to the additional DNS setup for ad hoc campaigns.

The Scope of Integration

- + Android App Integration (Native Apps)
- + iOS App Integration (Native Apps)
- + B2C Website
- + Backend integration (using APIs)
- + Historical Data Migration
- + Campaign Migration
- + MoEngage Email Delivery
- + WhatsApp Integration

Diverse Use Cases Supported by MoEngage

- + Catering to instances from 45+ B2B brand apps across Banking, Fintech, Loyalty, Hospitality, Tourism, Fashion, and more
- + Onboarding of Promotional Email for all the Brands
- + Campaign and data migration from previous solution provider
- + Coordinating with the tech and marketing team to implement the functional use case





During the implementation phase, the MoEngage Professional Services team proactively identified certain challenges. With their process-oriented outlook and team of experts, they were able to come up with solutions on the go.

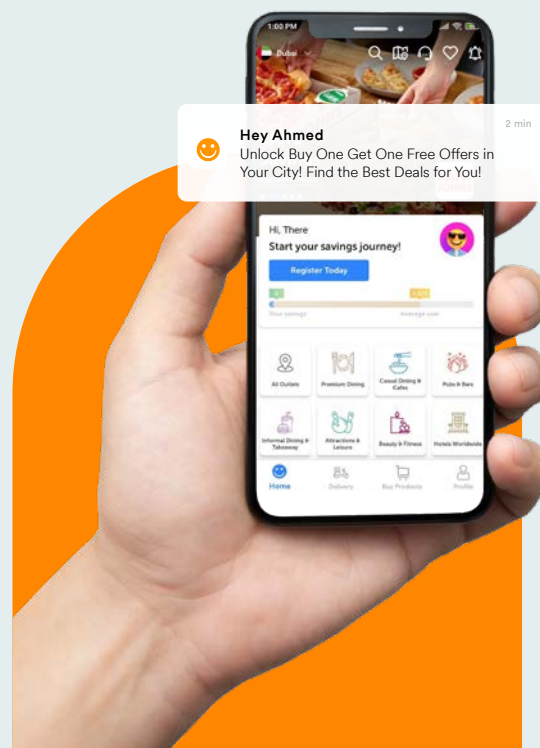
Some of the challenges identified and the resolution provided

- + Swift resolution of Android push notification issues
- + Uncovering and solving the B2B app crash due to the Huawei SDK update, by identifying the lack of null value identifier checks in previous solution
- + Timely fixes for iOS SDK initialization and rich notification integration
- + Streamlining the email onboarding process for B2B brands

- ✘ Before MoEngage, the ENTERTAINER used a single domain for their email communications, leading to a dip in domain rating. The MoEngage Professional Services team helped the ENTERTAINER set up sub-domains for each of its app and is currently helping them uplift and maintain the different domain ratings.
- ✔ With MoEngage, the ENTERTAINER was also able to use different databases (for each app) vs using a single database previously with the previous solution.

Results & Milestones

-  Integrated customer and event data via an **SDK for 20+ brands**
-  **Activated email with separate DNS setup** for each brand and push notifications for engagement
-  Began implementation on 1 Nov 2023 and went live with the first **10 apps within 40 days** i.e. by 8th Dec
-  Went live with **20+ brands in a span of 6-8 weeks**



What The Entertainer Has To Say

As we move forward, we aim to continue using MoEngage's capabilities to strengthen our marketing strategy. By leveraging MoEngage's pre-built templates and functionalities, we've been able to streamline our multi-channel engagement campaigns, allowing us to deliver targeted messaging across various channels with greater efficiency. The Customer Engagement Platform's web pop-ups with countdown timers (On-site Messaging) and In-app user surveys have already played a major role in enhancing campaign engagement.

Looking ahead, the ENTERTAINER plans to further integrate MoEngage with WhatsApp and paid social media channels. This enhanced omnichannel approach is expected to drive greater marketing reach and cost-effectiveness, allowing the ENTERTAINER to connect with the audience on a deeper-level.



Penny McNamara

Head of Marketing
The ENTERTAINER



About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,500 global consumer brands such as 6th Street, Landmark Group, Azadea, Masreq Neo, Ally Financial, McAfee, Flipkart, Domino's, Nestle, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly customers. With offices in ten countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was recognized as a Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation.



[Get a demo of MoEngage today!](#)