



## TIKET.COM REDUCES CHURN BY 30% THROUGH AUTOMATED FLOWS & TRIGGERED EMAILS

TIKET.COM, IS AN ONLINE TICKETING PLATFORM OFFERING FLIGHT,  
HOTEL, CAR RENTAL, ATTRACTION AND POPULAR EVENTS BOOKING IN  
INDONESIA.



## THE CHALLENGE

Tiket.com needed to reduce user churn, re-engage inactive or dormant users and improve customer Lifetime Value (LTV).



"We needed to reduce the churn rate and increase customer LTV. Using MoEngage Flows, we setup automated cross-channel campaigns that delivered personalized messages to our customers based on their past behaviour. In addition, their expertise in email ensured 90% of the emails land in the Gmail Updates folder which also improved average email open rates to 30%. Overall, our churn rate has come down by 30%."

## WHAT THEY SAY ABOUT MOENGAGE



**DYAH WULANDARI**

VP PERFORMANCE MARKETING, TIKET.COM

**tiket**  **com**



## RESULTS

**30%**

**REDUCTION IN OVERALL USER CHURN RATE**

**40%**

**INCREASE IN FIRST PURCHASE RATE**



## ABOUT TIKET.COM

Tiket.com is a pioneering online travel agent (OTA) in Indonesia. They offer an all-in-one reservation system, making them the perfect choice for booking flight tickets and hotels online. Their booking flexibility and uniformity allows them to actively acquire new users through multiple channels.



## GOALS

- **REDUCE OVERALL USER CHURN BY INCREASING FIRST AND REPEAT PURCHASE RATES**
- **RE-ENGAGE IN-ACTIVE OR DORMANT USERS**



## SOLUTION

Tiket.com used MoEngage to activate their customer engagement strategy. They segmented customers based on purchase history, category purchased and recency of app usage; then used MoEngage Flows to automate cross-channel campaigns to these segments. They engaged users through email and push notifications. Using MoEngage's recommendation engine, they personalized their offers based on the user's browsing behavior to reduce abandonment. This strategy collectively helped Tiket.com to offer personalized user experience to every user on their app and improve purchases, repeat purchases, and reduce user churn.

# AUTOMATED FLOWS IINTEGRATED WITH TRIGGERED EMAILS AND PUSH RETAINS CUSTOMERS



## PERSONALIZED USER LIFECYCLE ENGAGEMENT

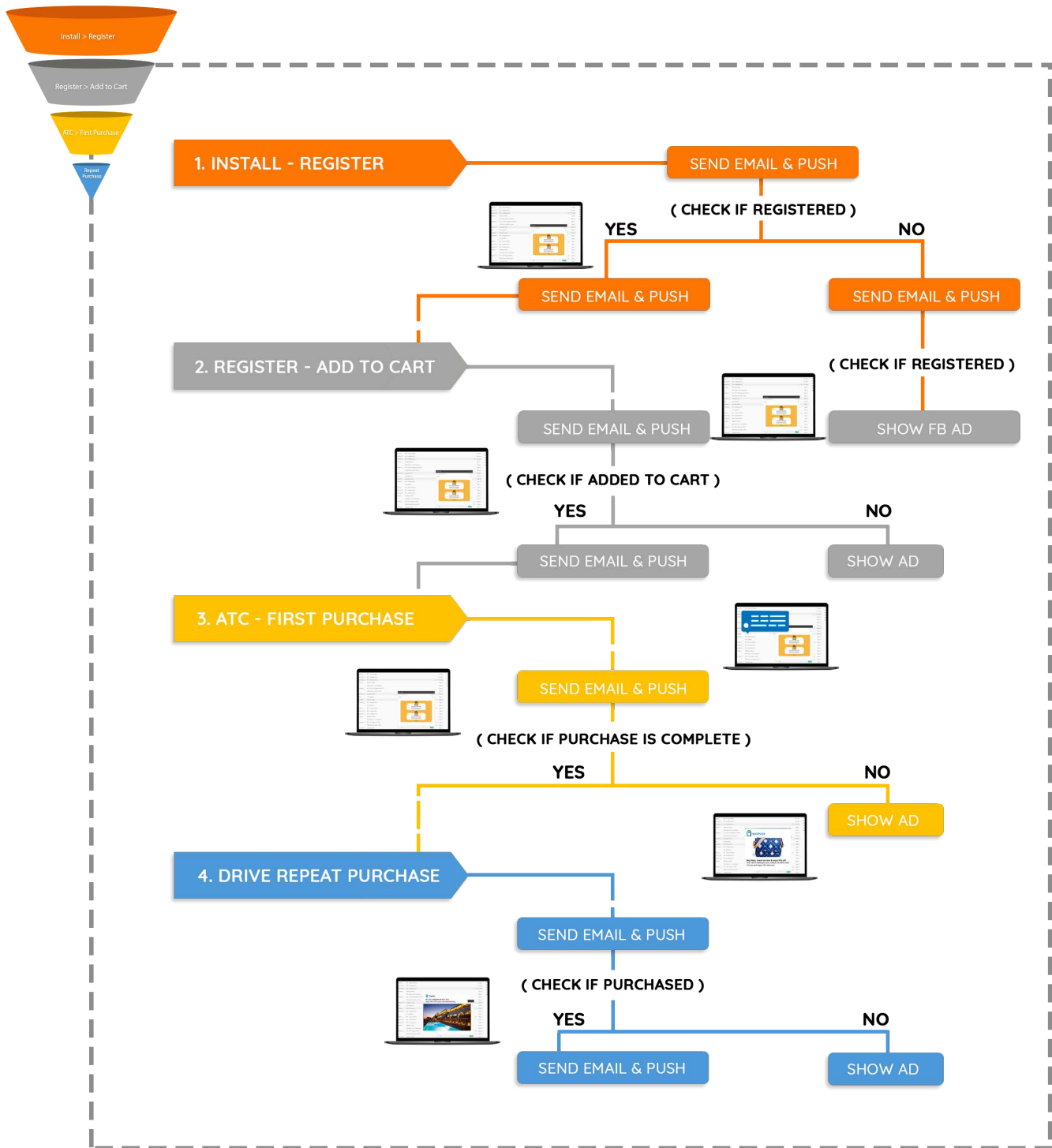
Tiket.com segmented users based on their lifecycle stages of “First Purchase”, “Repeat Purchase” and “Inactive or Dormant” and created cross-channel campaigns that delivered personalized messages based on their browsing and purchase history.

- *First Purchase:* To encourage users who abandoned cart, Tiket.com ran a cross channel campaign using push notifications and email. They used the user’s search history and location to understand their last browsed product(s) and offered discounts on them. This encouraged users to go back to the app and purchase. This increased the first purchase by 40%.



- *Repeat Purchase:* Tiket.com then segmented users who had completed the first purchase and were actively engaged with their emails. They then used MoEngage Flows to encourage repeat purchase through a cross-channel campaign across email and push notifications. For email, they used the category-based search data to send relevant recommendations. For push, they used the booking-based data to send MoEngage’s DPM (Dynamic Product Messaging) powered push recommendations. These recommendations of relevant products based on the user context, encouraged them to buy more. Hence, increasing the repeat purchase.





- **Re-Engage Inactive Users:** Tiket.com observed that users who had not opened the app or engaged with their emails for more than 60 days were a churn risk. Based on the purchase and repeat purchase data, they automatically populated a list of inactive users. Then they ran custom email campaigns to re-engage with them and push them to revisit the app. Users who opened these emails were segmented back under the “First Purchase” or “Repeat Purchase” Flows based on their purchase history. As a result, Tiket.com was able to win back their inactive users.



## IMPROVEMENT IN DELIVERABILITY HIKE RESULTS

**Email Deliverability:** Since Tiket.com segmented users clearly based on various behavioral attributes and personalized their messages, they enjoyed good open rates and domain reputation. In order to further boost their email open rates and engagement, they implemented the best practices recommended by MoEngage's Email Consultants. Tiket.com used variations in MoEngage's email template and ensured that the images in the email template were hosted in high reputation domains. As a result, Tiket.com's inbox deliverability increased to 99% and there was a 3X increase (almost 90% of emails) in the number of emails that land in the "Updates" folder of Gmail.



**Push Deliverability:** OS/ Device level restrictions by certain handset makers restrict push notification delivery. With MoEngage Push Amplification, Tiket.com bypassed those restrictions to reach more users. Apart from this, MoEngage's DPM helped Tiket.com to send rich push notifications with a variation in CTAs based on products. Together, this helped them to reach 6% more users, who would otherwise be a missed opportunity. Due to increased push deliverability, they've also observed an average uplift of almost 10% in conversion goal. Hence, on an average, 10% of the users who performed the conversion goal were reachable via the push amplification.





“MoEngage team is very proactive and their email consultants send rich suggestions on best usage of their product and best practices for email campaigns, push triggers and flows. We ran the “call back” campaigns for first and repeat purchase on our app/site using MoEngage’s Flows that allowed personalized campaigns with smart triggers. Using this unified marketing automation platform, we were able to improve our churn rate by 30%.”

HERE’S WHAT  
TICKET HAS TO SAY ABOUT  
**MOENGAGE**

**FEBRINA SYAIFULLANA**  
SR. ONLINE MARKETING SPECIALIST

**tiket**  **com**

## 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.

Read More About MoEngage’s Flows and Email Campaigns [Here](#)

