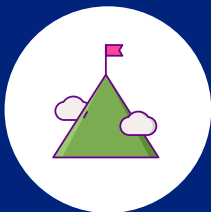


moengage + traveloka



Traveloka Witnesses Higher Engagement Rate Through MoEngage's Smart Triggers

Traveloka is an online travel company in Southeast Asia with a presence in Indonesia, Thailand, Vietnam, Malaysia, Singapore, and the Philippines.



CHALLENGE

Traveloka was observing user dropouts as many users would abandon their activity mid-way or even before making the purchase.

SOLUTION

With users abandoning the cart mid-way even before making the purchase, Traveloka decided to do a re-marketing campaign for new and existing users. They personalized everything right from the push notification copy to the CTA based on user behavior and were successful in making the user proceed further into the funnel.



WHY MOENGAGE

MoEngage built solutions with a fresh approach, which makes them a good partner for us. We are able to try new things and delivering great user experience, especially through push messaging and email.

AURORA MARSYE

Marketing Technology Leader,
Traveloka



RESULTS

2.5x improvement

in engagement rates as compared to the normal baseline

10% increase

in users clicking the push notification and proceeding to the funnel further



ABOUT TRAVELOKA

Traveloka is a technology company with a mission to enrich people's lives by helping them discover the world around them. It provides a wide range of services such as travel and lifestyle and experience in one platform.



GOALS

- To run a re-marketing campaign to attract new and existing users.
- To personalize push notifications to drive more engagement with users.
- To reduce the cart abandonment rate.



The Solution

Traveloka wanted to run a re-marketing campaign for all existing and new users. Instead of a generic message with a call-to-action, they decided to send a more personalized and relevant message to the users. As Traveloka believes in delivering the best user experience by providing personal attention at scale, they collaborated with MoEngage to achieve their objective.

They used MoEngage's Smart Trigger to create a re-marketing campaign. They added personalization to the copy by adding a hotel's name that the user searched for, to make it relevant. They also created a call-to-action based on the user's behavior.



Increase Engagement Rates Through Personalized Push Notification

Traveloka wanted to use their hotel product as a marketing channel to capture users who search for details of the hotel and abandon mid-way. They decided to use MoEngage's Smart Trigger to create emails and push notifications for their re-marketing campaigns. Instead of sending a generic push notification with a common call-to-action, Traveloka personalized the copy of the push notification and the call-to-action with the hotel name that the customer had searched for, to increase the click-rate. The personalization in the push notification and CTA **improved the engagement rate by 2.5x.**



Reduce Abandonment Rate Through Personalization

One of the primary objectives of Traveloka was to reduce the user abandonment rate. Instead of making the user re-enter the details of the hotel they want to book, Traveloka directed the user to the hotel's page they had abandoned using personalized CTA. This led to **10% more users clicking the push notification** to proceed further into the funnel.



WHAT DO THEY SAY ABOUT **MOENGAGE**?



MoEngage offers smart triggered email campaigns and personalized push notification, which worked perfectly with our re-marketing campaign. MoEngage's smart trigger push notification helped us to craft a more dynamic content for push notification campaign and drive more than 10% users further down the funnel.



AURORA MARSYE

Marketing Technology Leader,
Traveloka

traveloka 

ABOUT MOENGAGE

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push, and other retargeting channels to help drive engagement and customer lifetime value.

Read More About MoEngage's Push Notifications Platform [Here](#)