

SUCCESS STORY / **vetevo**

vetevo migrates to MoEngage and successfully launches within 3 weeks



About vetevo

[vetevo](#), established in 2018, is the leading direct-to-consumer pet diagnostics provider in Germany, Austria, and Switzerland. Driven by a mission to offer pet owners easy-to-use, reliable, and intuitive diagnostic solutions, vetevo aims to ensure pets lead joyful and healthy lives.

With a customer base exceeding 400k and a goal to double this in just 6 months this year, vetevo strategically chose to migrate to MoEngage to facilitate their expansion.



Why vetevo migrated to MoEngage

- **Best-of-breed CEP**
- **Best professional services team**
- **Best value for money**

Swift migration from Braze

MoEngage's Professional Services team swiftly migrated vetevo from Braze within 3 weeks. They moved all of vetevo's campaigns to MoEngage and helped integrate email, Shopify (thanks to its plug-and-play integration), web personalization, transactional messaging, Facebook and Google Ads audiences to mention a few, all while providing best-in-class enablement, quality assurance, and go-live support.



Dr. Felix Röllecke
Co-Founder
& Managing Director
vetevo

“Switching to MoEngage was a significant move for vetevo, executed with remarkable speed and efficiency. This transition is a testament to our agile approach and our relentless pursuit of enhancing customer engagement.”



Partnering with MoEngage for long-term success



New channels and touchpoints

Diversifying channel investments to maximize revenue conversion across web and app.



Website Personalization for all visitors

Optimizing ROAS from retargeting campaigns to convert web visitors into new customers.



Real-time data intelligence

Utilizing real-time customer data to deepen customer relationships and provide connected experiences.