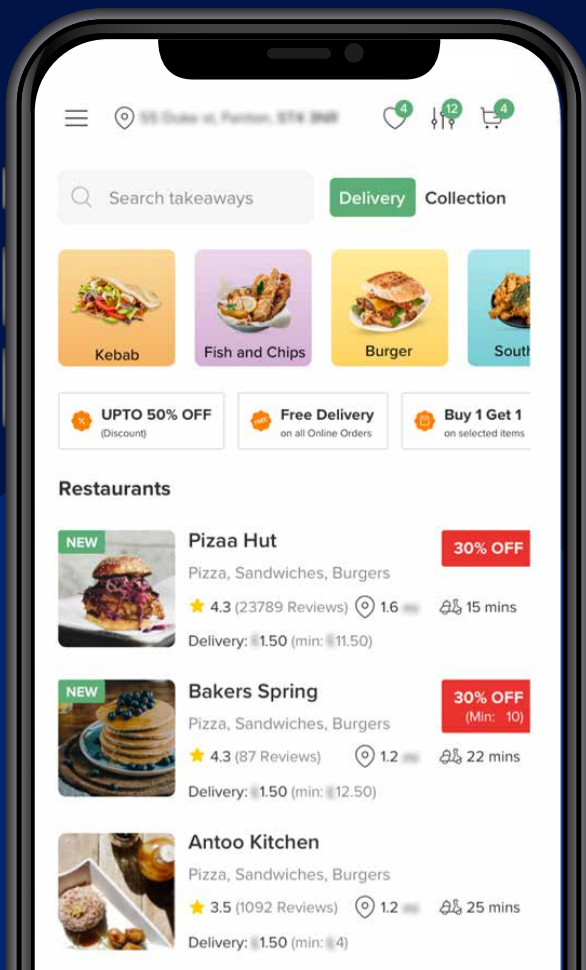


Foodhub Delivers a Personalised Experience Using MoEngage Segmentation



The Business

Foodhub, an online food ordering company founded in 2017, is the third-largest online food portal in the United Kingdom. They offer a wide selection of restaurants and takeaways for customers to order from. Their mission is to provide food to their customers at no additional cost so they don't charge for service. The brand recently expanded its services to countries such as Ireland, Australia, New Zealand, Canada, and the United States.

Find out more about Foodhub [here](#) 

The Challenge

Foodhub understands that its customer base varies with diverse food cravings and preferences. They aimed to segment their customer base using data insights. To do this, they needed to understand customers on a deeper level and segment them based on their needs, preferences, and affinity so they could curate a list of relevant local restaurants.

This deeper insight-based segmentation will help them connect with their customers using hyper-personalised messaging, resulting in strong brand recall and loyalty. To do this efficiently, they wanted to onboard an insights-led customer engagement platform.

The Solution

Foodhub marketing team onboarded the MoEngage platform to build a strong and highly personalised customer experience. Using MoEngage, the brand plans to segment its customer based on selections, affinity, and purchase cycle. Then create multiple workflows to engage customers across multiple channels based on their purchase cycle, locality, and choices

About MoEngage

MoEngage is an insights-led customer engagement platform consisting of powerful customer analytics, automated omnichannel engagement, and AI-driven personalisation -in one dashboard.

More about Moengage [here](#) 



Ours is a customer-centric brand, and we believe in building a product for and by them. When we were evaluating MoEngage, we found the same quality in them. The team has been fast and attentive with their onboarding process. They ensured that they provided us with the features our brand and our current engagement strategy needed. MoEngage accepted not as a client but as a partner, and that's the most important part of this collaboration.

Nick Bottai

Marketing Director -Foodhub

Contact Us

europa@moengage.com

3, Waterhouse Square

138 -142 Holborn, London, EC1N 2SW

To learn more, visit [moengage.com](#)

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