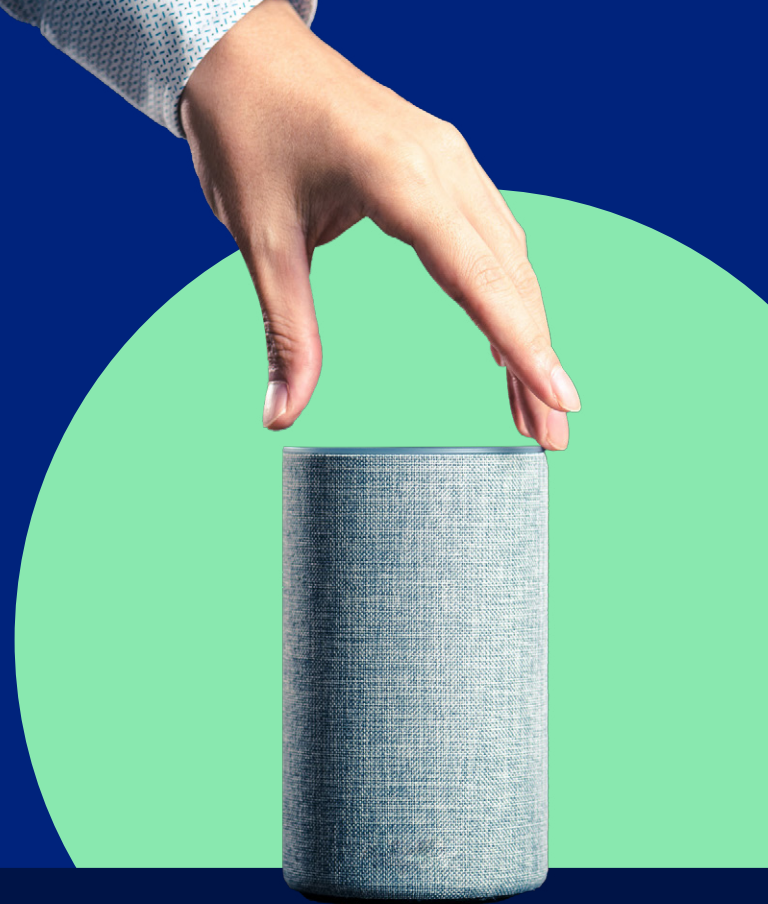


Hallo Magenta Maximised Conversions by 30% Using MoEngage Push Notifications and Flows



The Business

The Telekom Smart Speaker is a convenient voice control for your home. The accompanying Hallo Magenta app helped customers set up the Smart Speaker. Customers could use voice control to control various things such as MagentaTV, check the latest news, take calls, and much more – all with their own voice.

Find out more about Hallo Magenta [here](#).



The Challenge

Hallo Magenta understood that building a consistently effective engagement strategy meant showing their customers the value Telekom Smart Speaker could bring and telling them about relevant features throughout their journey through the right channels.

The Solution

The Hallo Magenta team onboarded MoEngage and Customlytics to increase feature discoverability and provide customers with personalised feature updates most suitable to them.

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](#) 

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The Impact

75%
CTR

30%
Conversion
Uplift

50%
CTR from Push
Notifications

Here are the 3 MoEngage features that contributed to their success:

MoEngage Cards

MoEngage's easy-to-use Cards feature allows Telekom Smart Speaker to create content marketing in the app (card detail pages), publish it in real-time, and take it offline without programming or app store releases.

MoEngage Flows

Flows help customers set up their Smart Speakers, receive personalised communication, and learn more about their desired features. As a result, the communication's relevance has increased, as has the speaker's use.

MoEngage Push Notifications

Customised push notifications successfully encourage customers to open the Hallo Magenta app and use the Telekom Smart Speaker on a regular basis. Their team was able to respond to users throughout the customer lifecycle with helpful messages, leading to increased use of the app and Smart Speaker.

moengage