Sweatcoin Observes 15% Uptick in Customer Retention Using MoEngage® Advanced Analytics

Check your
EARNINGS AND REWARDS

Spend sweatcoins
Go to Shop

Claim bonuses
Earn More

Earning Summary

Today + ⓢ 15.01

Steps
Last update at 5:56 pm   ⓢ 7.01

Daily Bonus 1/3
at 4:32 pm   ⓢ 3.00

Boost Reward
at 10:11 am   ⓢ 5.00

See All Transactions
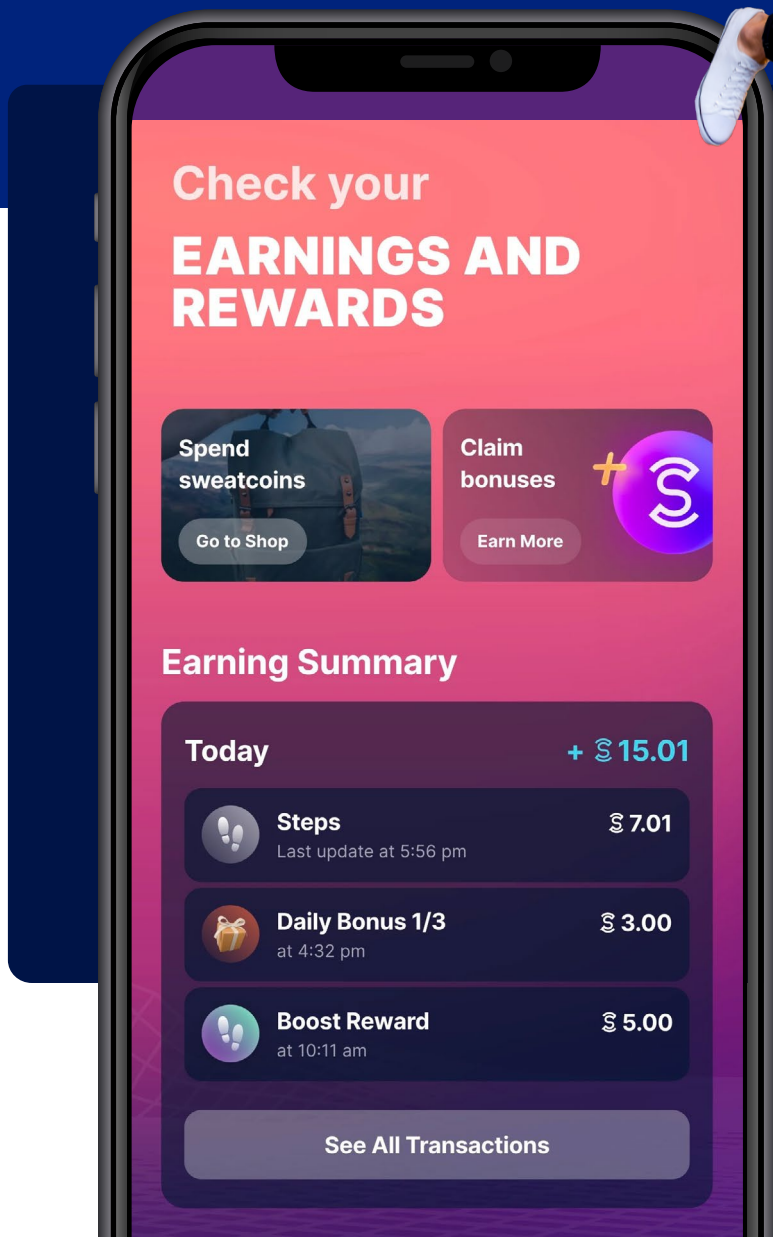
The Business

Sweatcoin is a gamified pedometer app leveraging behavioural science to overcome physical inactivity. With over 12 million users, they aim to convert your steps into a digital currency called Sweatcoin to motivate you to walk more.

Find out more about Sweatcoin **here**.

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The Challenge

Sweatcoin saw phenomenal growth in sign-ups; their next step was to deepen their engagement and retention at scale.

The brand observed that it did not tailor its overall customer engagement strategy to customers' preferences and affinities. The main reason is that the brand manually sets up all customer engagement campaigns (from writing messages to building workflows).

The Solution

The Sweatcoin marketing team onboarded MoEngage to understand their customers on a deeper level and automate all manual customer engagement processes. MoEngage's Advanced Analytics helped them get detailed, actionable insights on customer behaviour and campaign performance. The platform also boosts productivity by eliminating manual work across multiple teams.

The Goals

- Retain customers at scale (while acquiring them at scale)
- Remove manual processes and automate the campaigns (from start to end)
- Deepen customer engagement using personalisation

The Result

28%
average conversion on influencer campaigns via push notifications

15%
uptick in customer retention

"The best thing about MoEngage platform is its Analytics suite; it is intuitive and provides insightful data. MoEngage team has been super helpful during the integration process and, even after, they've helped us streamline our processes. MoEngage is a customer engagement platform that delivers fast results for niche business use cases."

Rowan Pereira
Group Product Manager - Sweatcoin

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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To learn more, visit **moengage.com**

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