

Octapharma Plasma Observes 35% Open Email Rates with Personalized Segmentations

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With MoEngage, Octapharma Plasma was able to create a communication ecosystem where our team could proactively engage with our audiences. It allows us to tailor our communications to hit our KPIs, and ultimately increase donor retention by delivering educational content and personalized messages on the channels our customers interact with most.

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Jessica
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Direct Marketing and
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Results

UP TO
35% CONVERSION RATES DUE
TO A/B TESTING EMAILS

OVER
35% OPEN EMAIL RATES

14% INCREASE MOM IN
DONATION RETENTION



About Octapharma Plasma

Plasma is often referred to as “the gift of life,” because it is used to treat medical emergencies such as trauma, shock and burns. The proteins in your plasma can also be extracted to create medications for rare chronic conditions such as autoimmune disorders and hemophilia. In most cases, plasma protein cannot be manufactured synthetically, so proteins from your donated plasma are the only source for medical therapies for millions of people each year. Octapharma Plasma operates more than 175 plasma donation centers across the U.S.

For more information, please visit
www.octapharmaplasma.com

The Challenge

Octapharma Plasma was looking to enhance their donor experience through personalized and tailored messaging to foster donor retention. This required them to rethink their entire customer engagement strategy and center it around an agile, cost-effective partner that could help them build a cohesive relationship with their customers across channels.

The Solution

Octapharma Plasma migrated from their previous provider and began deploying communications through strategic campaigns and initiatives.

Due to the user-friendly nature of the MoEngage platform, Octapharma Plasma was able to reach their customers through optimization and multi-channel communications. The team saw an increase in engagement and retention while also being able to respond back to those findings faster than with their previous provider.