

How Pro360 Grew Their Subscribers by 2.6x Using Smart Triggers.



About Pro 360

PRO360 Inc. is one of the largest lead generation platforms in Taiwan. The company helps consumers find local professionals while bringing new customers for business owners. With already over 250,000 professionals offering a wide range of services on PRO360, consumers can find any professional services ranging from plumbing repair to fitness trainer.

To learn more, visit www.pro360.com.tw



2.6x

growth in New Web push subscriber

240%

Increase in MAU between
April - September 2022



1.86x

higher push notification conversion rate using event triggers

2.4x

higher CTR (click-through rate) for push notifications using event triggers

3x

increase in-app CVR in comparison to the industry benchmark

PRO360's Engagement Challenges

PRO360 was relying heavily on numerous point solutions to engage and retain its customers. Hence, they faced few roadblocks when it came to customer engagement and retention. Their aim was to boost conversions and revenue, and strengthen their customer engagement strategy.

With their erstwhile arrangement, they had to spend hundreds to hours in manually setting up campaigns across multiple platforms. The problem were multifold- we were unable to understand how their campaigns performed. Additionally, they didn't have a unified view of the customer, hampering their understanding on what channel and kind of campaigns fare better.

- ✓ Increase the average revenue per consumer, number of leads and grow their active MAUs to 1 million
- ✓ Create triggered campaigns based on user attributes
- ✓ Optimizing the content by analyzing A/B test results so that quality content reaches the end user
- ✓ Automate emails in a sequential and preferential manner to ensure deliverability
- ✓ Reduce time wastage that would be caused by manually setting up campaigns
- ✓ Communicate with service providers and end customers in a contextual, personalized, and timely manner.
- ✓ Consolidating insights from campaign performance across different channels like emails, web-push, push notifications, in-app, onsite messaging, etc.
- ✓ Reduce reliance on point solutions that cannot be effectively scaled as MAUs grow. Also, avoid integration challenges and costs associated with multiple point solutions.
- ✓ Re-engage customer segments based on their response to campaigns

Why Did PRO360 Choose MoEngage?

Earlier, PRO360 was using multiple platforms to execute campaigns and engage with their customers and service providers. However, due to the ensuing integration challenges and need to unify customer data across multiple platforms, they needed a robust customer engagement platform that had an insights-led approach to engagement. Such a partner would help them scale their operations and achieve sustainable growth.

PRO360 evaluated many customer engagement solutions before choosing MoEngage. Here were some of their reasons:

- ✓ PRO360 needed a one-stop-solution for all their customer engagement needs
- ✓ Local customer support to help with speedy and timely resolutions
- ✓ While comparing the features vs cost of implementation amongst other CEP and CRM platforms, MoEngage emerged the most competitive.
- ✓ Low code/ no code requirements to set up and deploy campaigns
- ✓ MoEngage's stellar track record in helping some of the biggest consumer brands in the Southeast Asia region



By implementing MoEngage, we have saved hundreds of man hours that would have been wasted in managing campaigns across platforms. More importantly, MoEngage has resolved challenges of our customer data being siloed. Now, we have a unified view of our customers, enabling us to effectively segment our customer base. Further, MoEngage helps us to customize and build campaigns based on the customer journey. All of this has resulted in a 2.6x growth in our web push subscribers. We have also seen higher CTRs for our emails and push notifications through MoEngage.

LC LEE

Founder and CEO, PRO360

PRO360's Growth Journey

To build their ecosystem where service providers and the end customers are happy, it was important for PRO360 to focus on timely execution of campaigns and leverage campaign performance insights to iterate future campaigns. They needed a AI-powered customer engagement platform that could help them in optimizing their campaigns and driving higher growth. Using MoEngage, they were able to see a significant jump in their campaign performance metrics.

Smart Triggers to Power Up Contextualized Marketing

Some of the key channels used by PRO360 to generate leads for business owners include emails, onsite messaging, push notifications, web push and in-app notifications. By leveraging these channels, PRO360 is able to connect consumers to business owners both inside and outside of the mobile and web application.

Creating emails using MoEngage's intuitive drag-and-drop email builder helps the team create personalized emails without deploying any code. Additionally, by using MoEngage to orchestrate their email campaigns, PRO360 prevents the emails from landing in the customer's spam or promotions folder.

Onboarding email for providers



Smart triggers helps PRO360 to have contextually relevant and well-timed interactions with business owners and customers to engage and re-engage users. For customers who have not used the app for 60 days, PRO360 uses event based smart triggered notification to send these users an exclusive coupon.

Smart triggers have been very fruitful for PRO360 in boosting conversions. They experienced a **2.6x** growth in new web push subscriptions, **1.86x** increase in push notification conversion rate and **2.4x** boost in click-through rate for push notifications.

This push notification is triggered for all users to promote offers for the 11:11 shopping festival.



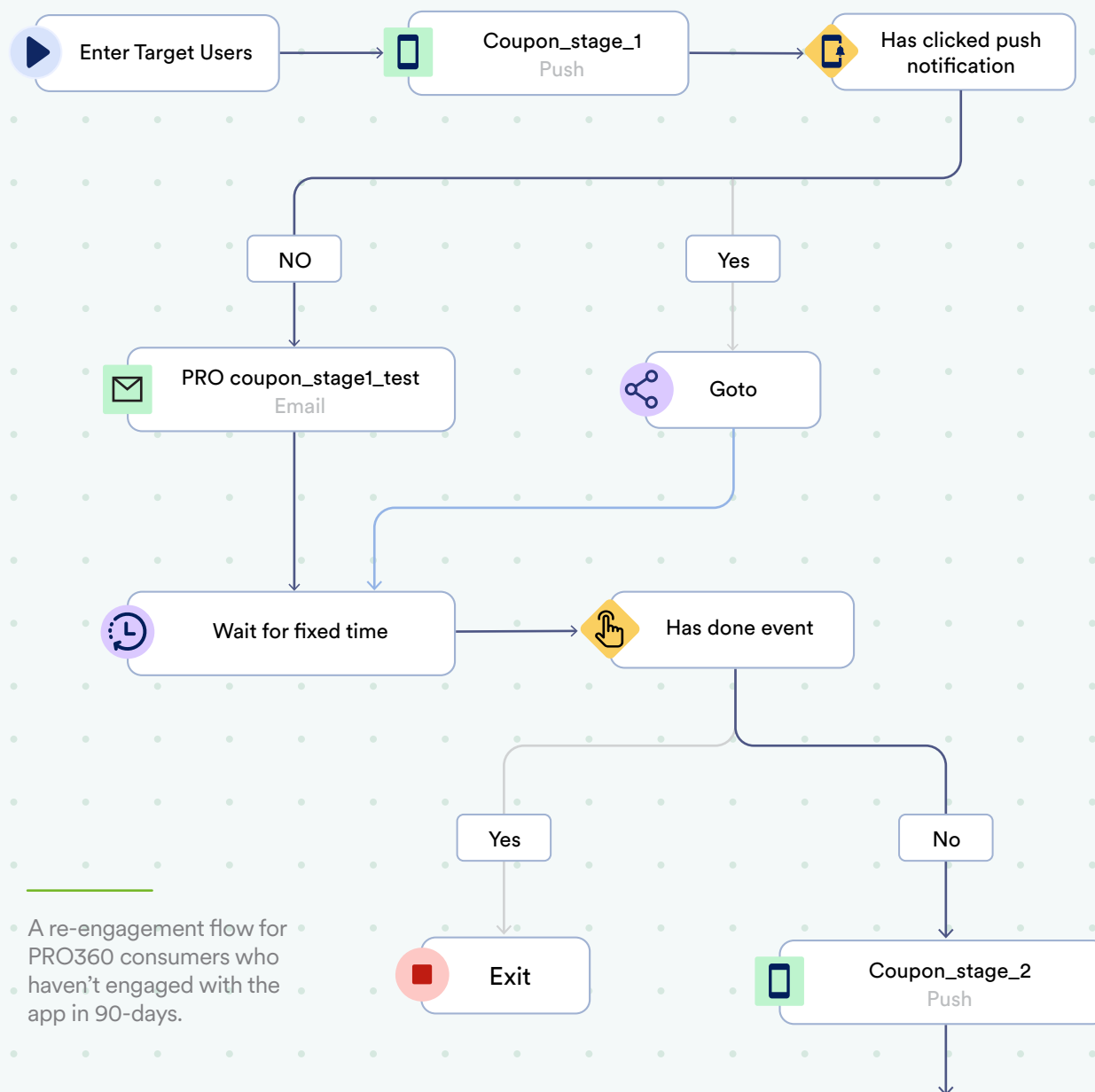
Omnichannel Flows to Engage Customers Across the Lifecycle

MoEngage's flows allows PRO360 to create and automate campaigns across channels like push notifications, web push, in-app messaging and email. This helps them focus on a seamless customer experience at every stage of the customer journey. Additionally, flows enable them to craft unique experiences based on how customers interact with the app and website.

Flows allows PRO360 to craft a smooth onboarding experience, bring customers and business owners back to the app and website after onboarding, and curate a truly personalized experience. Additionally, flows enable PRO360 to communicate with customers in a sequential and preferential manner to uphold customer delight at all stages of the customer lifecycle.

Flows also play a great role in automating communications, thereby saving hours that would've been spent on manually setting up campaigns. Flows also helps PRO360 integrate a myriad of communication channels that connect with customers in and out of the app and website.

When it came to insights, deploying MoEngage's flows helped the team in syncing up user behavior across channels and also target specific customer segments with customized campaigns and flows.



Key Takeaways

After partnering with MoEngage, Pro 360 was able to:

- ✔ Automate campaigns easily, thereby reducing turnaround times
- ✔ Connect effectively with customers in and out of the app and website through channels like push notifications, emails, in-app, on-site messaging, and web push
- ✔ Increase the number of MAUs
- ✔ Optimize campaigns in real time

Results

Open rate of email
(consumer, Taiwan) is
47.11% in Q2 against the
industry benchmark of

19.3%

CTOR of email
(consumer, Taiwan) is 33.60%
in Q2 against the industry
benchmark of

33.6%

CTR of email
(consumer, Taiwan) is 25.83%
in Q2 against the industry
benchmark of

2.10%

MoEngage Features Used by PRO360

[Smart Triggers](#)

| [Customer Journey Orchestration](#)

| [AI-Powered Campaign Optimization](#)

About MoEngage

MoEngage is an insights-led customer engagement platform built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels.

Fortune 500 brands and Enterprises across 35+ countries, such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee, along with internet-first brands such as Kredivo, Alfamart, BliBli, Stockbit, XL Axiata, Alodokter, TheAsianparent, Mamikos, POPS Worldwide, CIMB Bank use MoEngage to orchestrate efficient customer engagement. MoEngage was recognized as a Leader in the [Gartner Magic Quadrant 2020](#) for Mobile Marketing Platforms and a Strong Performer in The [Forrester Wave™ Report](#) for Cross-Channel Campaign Management (Independent Platforms), Q3 2021. G2 also named MoEngage a Leader in the [Fall 2020 Grid® Report](#), and the #1 Mobile Marketing Platform in the [Spring 2021 Momentum Report](#).

[Get a demo of MoEngage today!](#)

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