

# Data is Good, Insights are Better

The Path To Customer Delight Begins  
With Insights-led Engagement



mengage

# Dear Reader,

I want to address a threat to Customer Engagement – a threat introduced and advocated by current platforms.

Current platforms have forced Customer Engagement to be more campaign-driven by design.

They don't give you insights, forcing you to run campaigns based on hunches.

But, humans are complex creatures.

Millions of your customers have billions of preferences.

Brands need to be customer-centric and proactive in the way they cater to these unique preferences and win trust.

Then how can you delight customers without meaningful insights?

**Today, I want to share how a new breed of software is solving the lack of insights in the Customer Engagement space.**

Today, I want to introduce you to Insights-led Engagement.

Raviteja  
Dodda

Founder and CEO  
MoEngage



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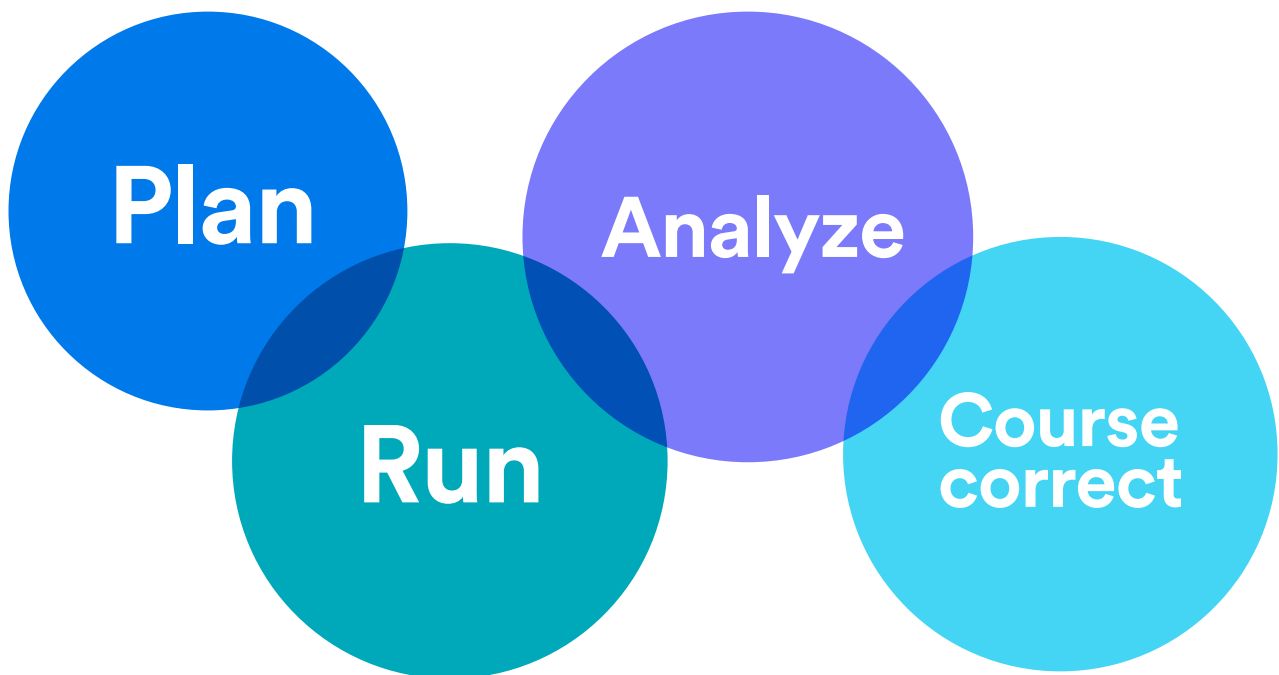
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# Current Approach to **Customer Engagement**

Shopping brands, content streaming platforms, banks and financial institutes, healthcare brands, ride-hailing services, digital publications – all consumer brands have a strikingly similar approach to Customer Engagement today



But this approach to Customer Engagement lacks one key element –

## **The Customer**

Here's what marketers and product managers using current Customer Engagement tools had to say when asked why this key element was missing in their approach,



I think my current Customer Engagement platform should have more detailed reporting and analytics built within itself.”



The reporting of our current Customer Engagement platform is poor compared to the rest of the capabilities. It lacks organization to drive insightful conversations, especially around customer behavior.”



Our current Customer Engagement platform provides no categories for predictions other than churn. We really need a more insightful platform that has insights on customer behavior engagement, or lack thereof.”



I wish there was a more comprehensive dashboard in my current Customer Engagement platform that could assess metrics with more depth. I wish I could see an analysis on potential passive churn.”

The reason for this approach to Customer Engagement was suddenly clear – it wasn't the marketers or product managers who were getting it wrong; the reason was the absence of an Insights-led Engagement platform.



Marketers and product managers have always had their hearts in the right place.

They realize the need to break through the clutter and connect with their customers in a way that adds value to the customer.

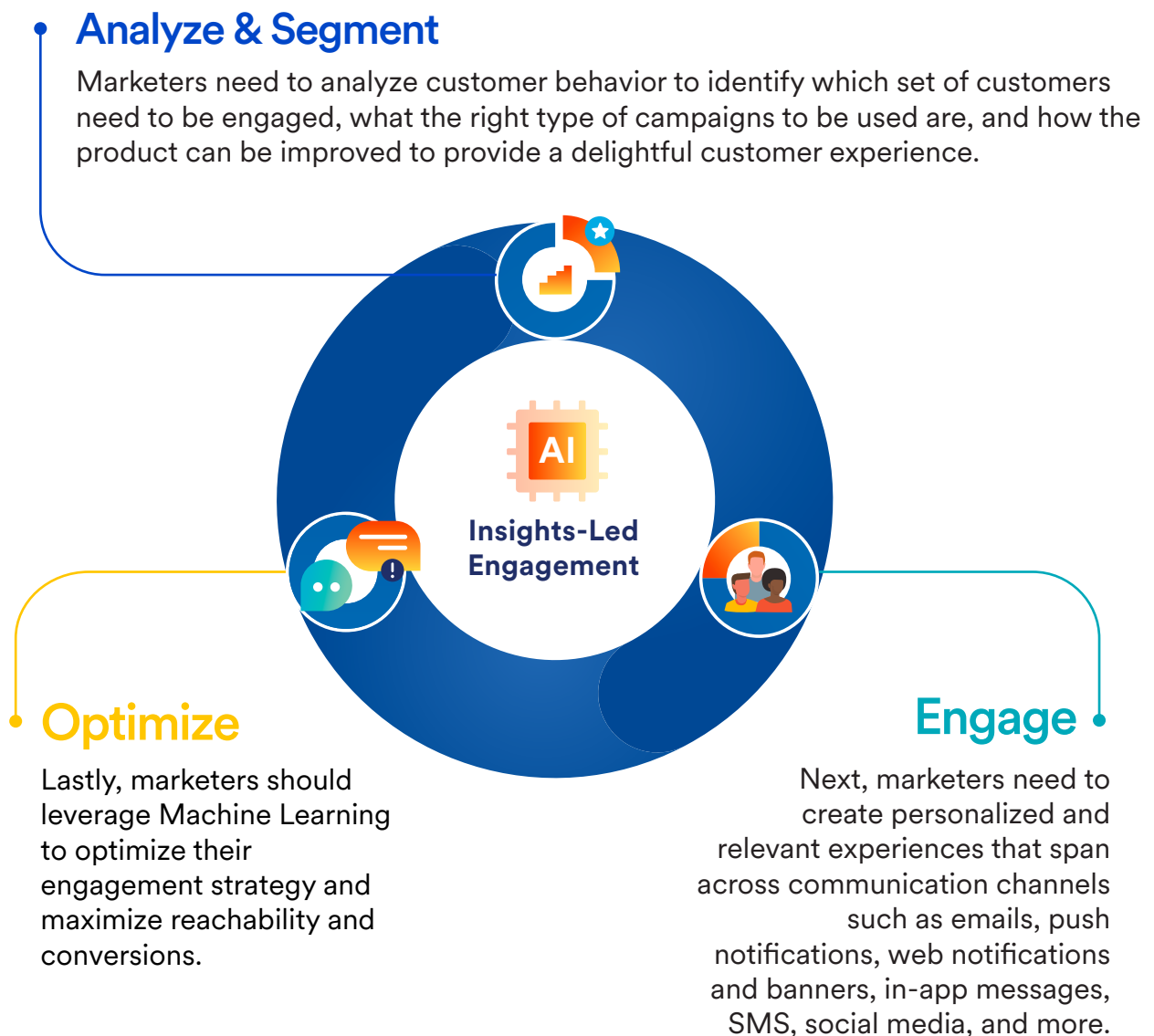
But current platforms are holding them back.

**The same platforms that have, by design, forced Customer Engagement to be more campaign-centric, not customer-centric.**

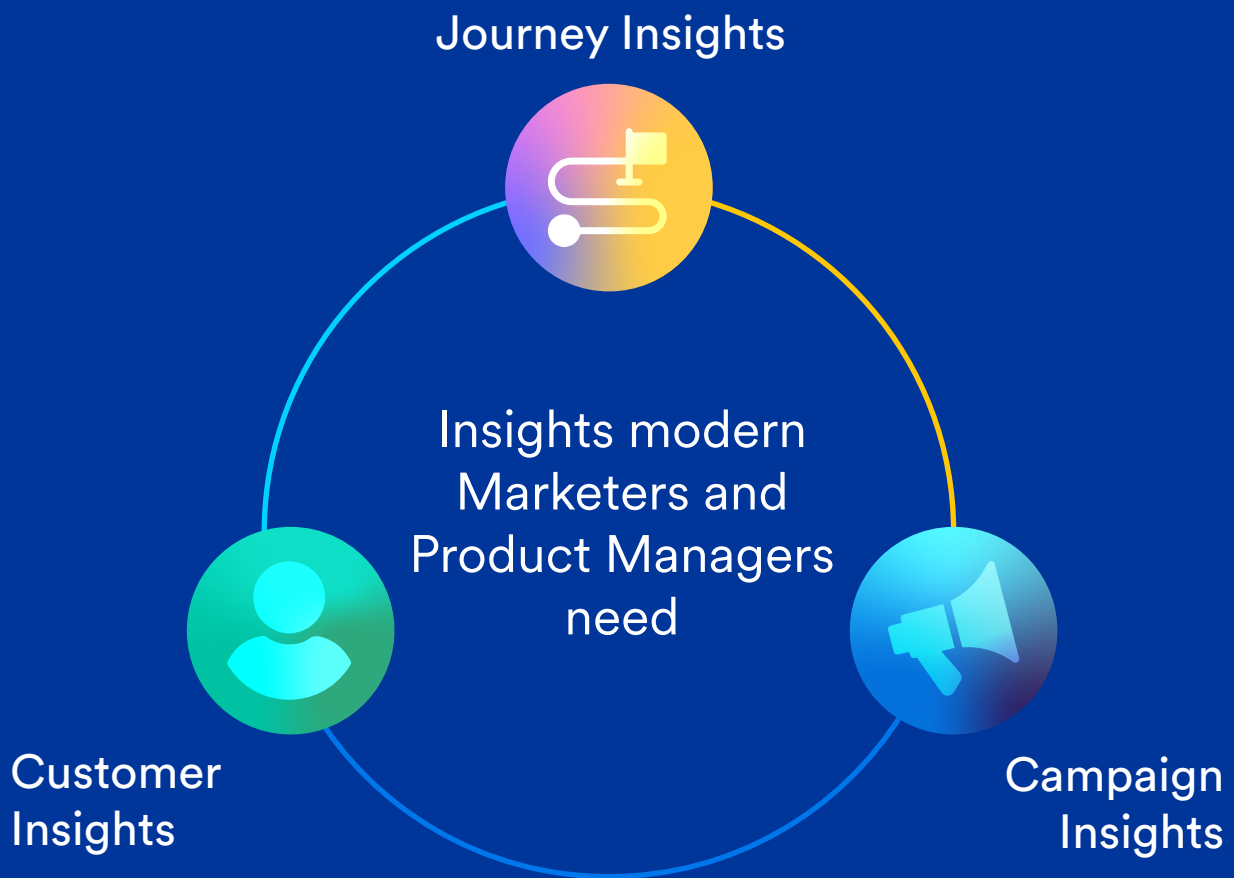
# Bringing The CUSTOMER back in ‘Customer Engagement’ with Insights

Insights-led Engagement is the modern marketer’s way to deliver better Customer Engagement by evolving from a campaign-centric approach to a customer-centric approach.

Powered by AI, the Insights-led Engagement flywheel has three major actions which contribute to its momentum:



# Where do current Customer Engagement platforms fail?



The modern marketer and product manager need these three types of insights to win at Customer Engagement



## Customer Insights

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Customer-centric brands are proactive in their approach to Customer Engagement.

To make your customers realize that you “get” them, you need to understand them well before you roll out your engagement campaigns.

You’ve put in lots of effort to collect customer data, but what good is this data if your Customer Engagement platform cannot give you insights in return?

You need to answer questions like



**What channel does my customer prefer?**

**What category of product/content does my customer love?**

**Which set of customers is most likely to go dormant or churn?**

**Which segment of customers is price sensitive and loves discounts?**

**What time of the day is the best to send out marketing communication?**

**Which set of customers is loyal and more likely to be my brand advocates?**

## Leading by example



With close to 1 million registered players, Classic Rummy, India's favorite online card gaming website, adopted a customer-centric approach to player engagement through personalized alerts, leading to a 24% boost in player retention.

MoEngage helped Classic Rummy gather critical player insights such as,



Player activity within the gaming app



Preferred channel of communication



The time taken to make the first deposit and the drop-off points



The long-term impact of player engagement on the business metrics



Most responsive time of day to send messages and notifications



Player actions preceding uninstalls



Actions performed within the gaming app after receiving communication



# Classic Rummy witnessed significant uplift in player engagement

**3X**

increase in payments within 6 months

**2X**

growth in payments from new customers

**24%**

MoM customer retention (industry average is 10-12%)

**3X**

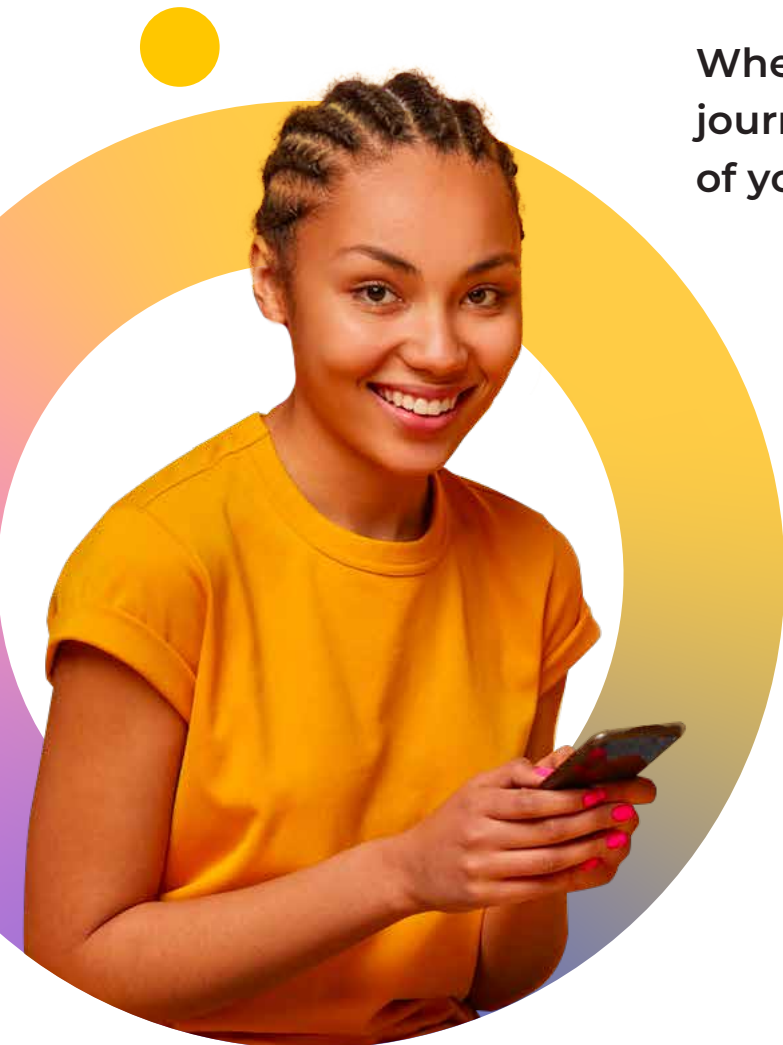
increase in the total value of the payments in 6 months

## Journey Insights

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Understanding what your customers' journey on your platform looks like plays a key role in controlling customer experience, and tweaking it for maximum engagement.

### You need to know



**Where, in your customer journey, are you losing most of your customers?**

**How are customers navigating inside your website or mobile app?**

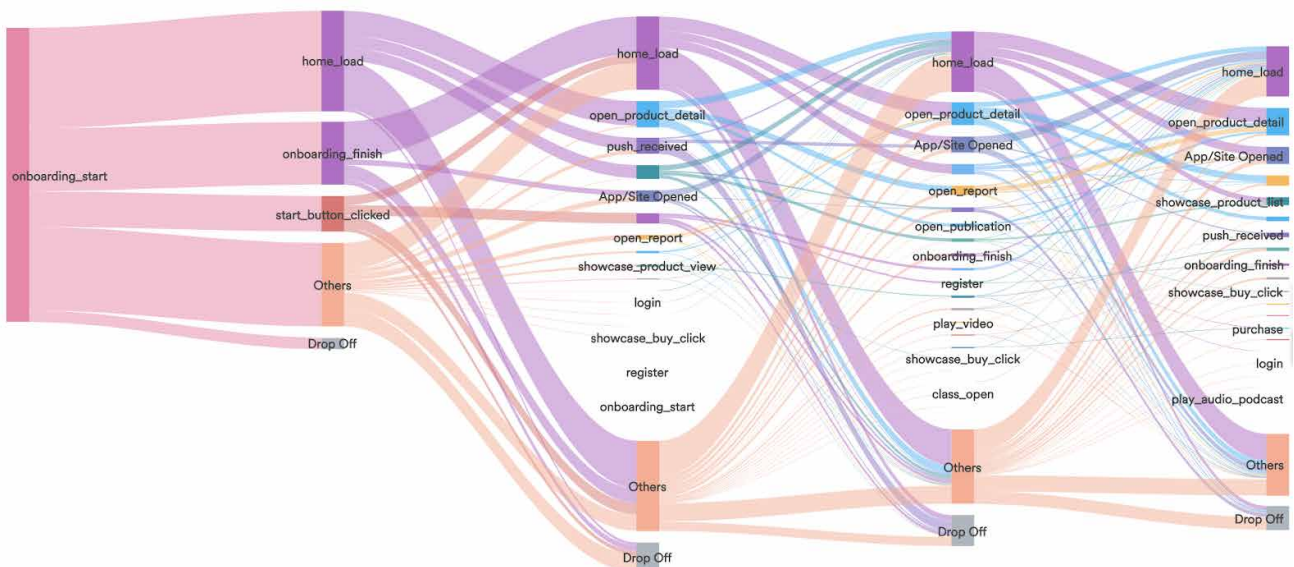
**Which customer cohorts are NOT converting? What actions are leading to this?**

**What steps in your customer journey are leading to high churn?**

## Leading by example



For over a million Brazilians, the most reliable investment consultant isn't a person – it's an app. With close to 2 million readers and 400 thousand subscribers, the company aims to help retail investors have the same returns as a professional by delivering investment recommendations.



The team used MoEngage to analyze their customers' onboarding journey in the mobile app and noticed a significant drop-off during the journey. Using this insight, the team decided to run an A/B test that involved changing the onboarding journey steps.

Baseline
×
Variant

Narrow funnel

Chat-bot style

Sale attempt right away

Content/sign up after

Broader Funnel

Direct access to content

Organic sale

Focus on engagement and retention

After analyzing the new onboarding journey of 30,000 customers, the Empiricus team noticed

**45%**  
increase in registrations

**100%**  
increase in content consumption

**20.3%**  
increase in app sessions

**4%**  
increase in in-app purchases

## Campaign Insights

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Lastly, you need insights into how your customers respond to your campaigns and communication.

The following data will help you tweak and optimize your engagement efforts



**What is the long term impact of users who are engaging with your campaigns?**

**Which customer segments are engaging well and which aren't for a specific campaign?**

**How do your A/B tests uplift revenue, engagement, and retention?**

**Are we sending too many notifications to our customers? If yes, which set of customers are these?**

## Leading by example

# ALODOKTER

Alodokter, the leading Indonesian healthcare super app, has over 28 million monthly active users and more than 40,000 certified doctors on the platform.

Reaching out to customers at the right time using the right message was a priority for the Alodokter team to increase active users, reduce churn, and boost retention.

### Onboarding

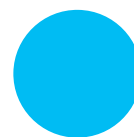
The team conducted A/B tests on novel app features like chatting with certified medical professionals, and booking doctor appointments.

### App engagement


The team ran experiments to optimize campaigns based on different types of resources and topics like pregnancy, child upbringing, and beauty.

### Reactivation

The team ran A/B tests on different message variants sent via push notifications to their customers to improve CTRs and conversions.







Thanks to these optimizations, the team witnessed these results

**12%**

increase in  
funnel conversion rate

**60%**

growth in  
Monthly Active Users (MAU)

**15%**

boost in conversions  
of interest-based  
campaigns

**14%**

improvement in  
push notification  
CTR

# Insights-led Engagement

## The Next Stage of evolution of Customer Engagement

The key differences that separate current Customer Engagement and modern Insights-led Engagement platforms are:

**Current  
Customer Engagement  
platform**

**Insights-led  
Customer Engagement  
platform**

Messaging to a broad cohort of customers

Messaging to individuals

Current platforms only enable you to create basic lifecycle campaigns

Empowers marketers to go beyond basic campaigns and define overall CRM strategy

Campaign-centric: The first step to engaging customers is to create a campaign

Customer-centric: The first step to engaging customers is to gather insights is to create a campaign

Hypothesis-driven campaign planning leading to suboptimal results

Data-driven approach to campaign planning and optimization

Measure short term campaign performance metrics

Measure the long term impact of engagement strategies on customer retention and LTV (revenue)

Current platforms are restricting the growth of Customer Engagement by not considering the most vital element, THE CUSTOMER.

And modern Marketers and Product Managers have realized this.

Marketers and Product Managers that embrace Insights-led Engagement – that seek to build long term value for their customers – are delivering an immediate impact on customer LTV (revenue) and retention.

MoEngage is reshaping the Customer Engagement space and evolving it to be more insight-driven.

**To be more customer-centric.**

# Insights-led Mentors at MoEngage



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# About MoEngage

MoEngage is an Insights-led Customer Engagement platform. 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 Flipkart, Ola, OYO, Bigbasket, and Tokopedia 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](#).

**Gartner**



**FORRESTER**

