

# How Fave increased Customer LTV by 2X with MoEngage Flows (lifecycle campaigns)

## Introduction

The Fave Group is one of South East Asia's fastest growing startups. What started out as the award-winning fitness sharing platform KFit in 2015, has since expanded into a multi-category O2O platform. Today, the Fave Group consists of Fave, KFit, Groupon Indonesia, Malaysia & Singapore.

**2X**

Increase in customer lifetime value with journeys

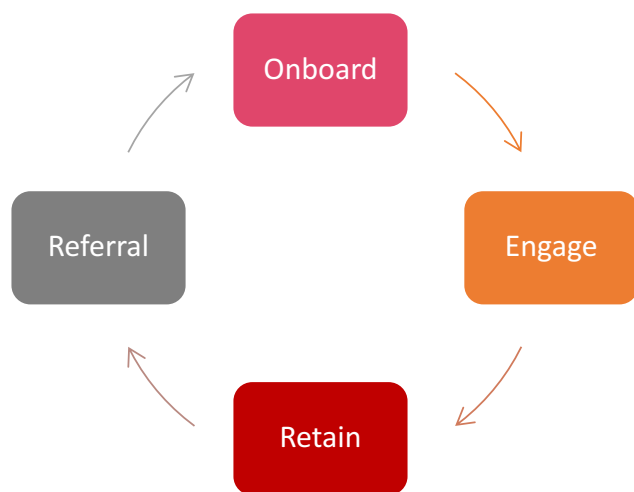
**15%**

Increase in first-purchase transactions with MoEngage Flows automation

## Objective

**Onboard** users and drive users to complete their first purchase on the Fave app.

Encourage **repeat purchase** on the app, driving user **LTV**.



*"Users who opt-in and receive messages from brands exhibit higher LTV. So, we were looking to build a sustained, consistent engagement with users, across their (users) lifecycle on the Fave app."*

*— Shayanta Paul, Head of online marketing, Fave Group*

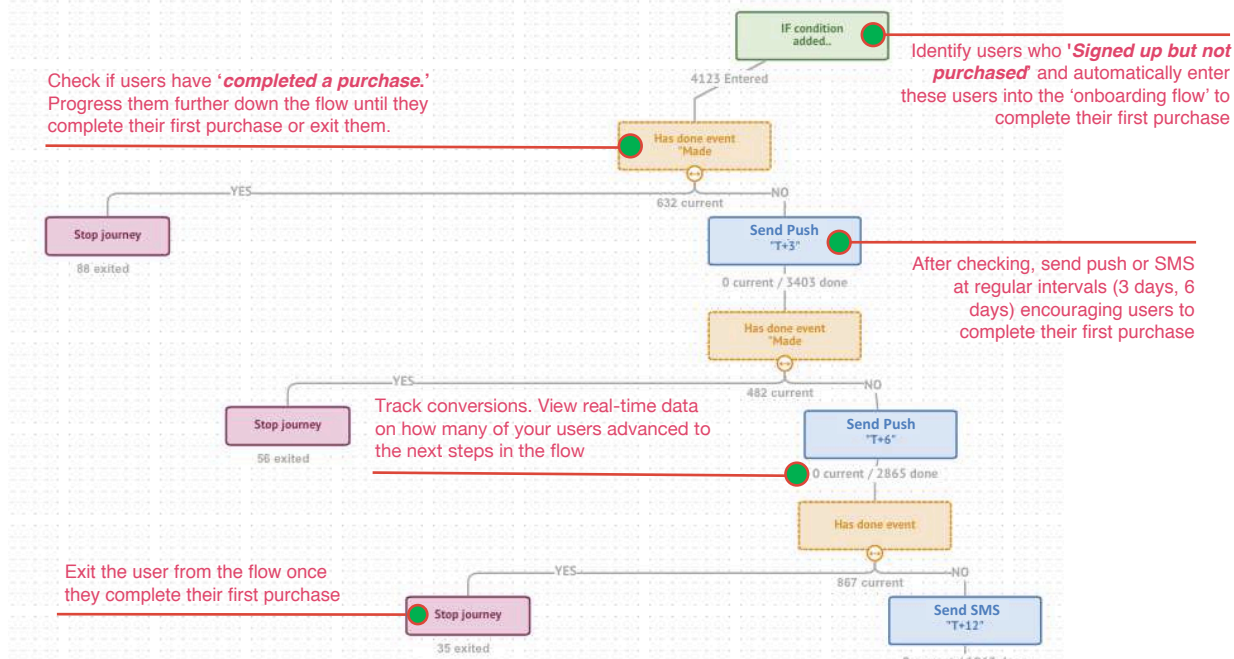
*Lifecycle of a typical app user*

## The Solution

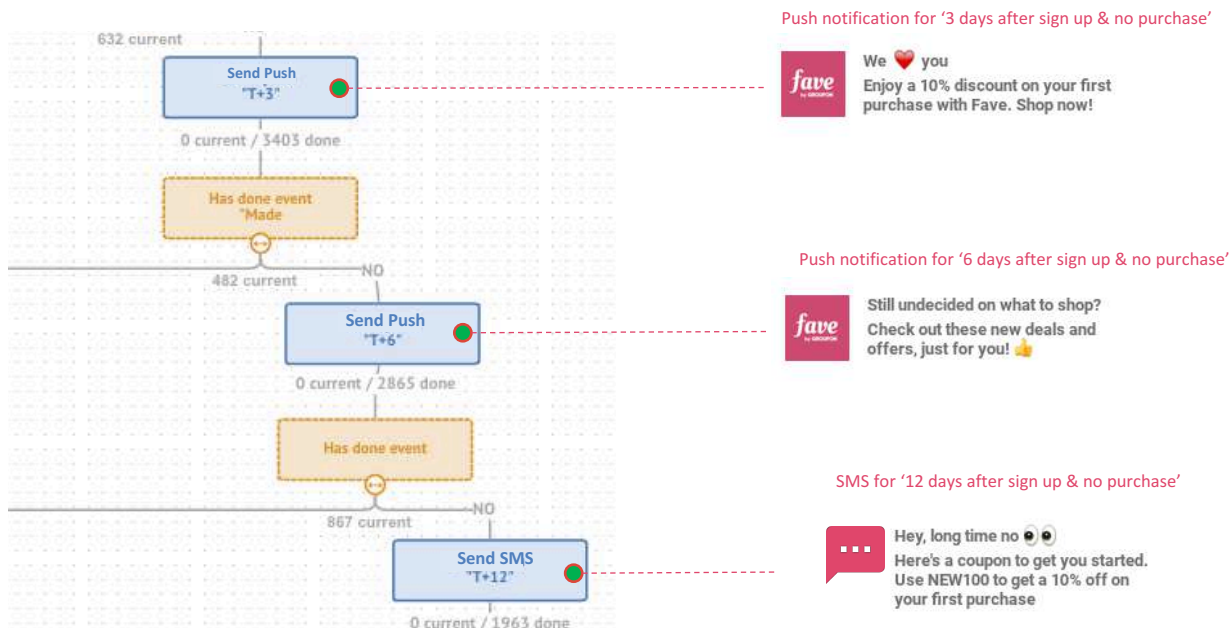
**MoEngage Flows:** The easiest way to create, visualize & deploy multiple, interconnected, lifecycle campaigns across all channels. Using **MoEngage Flows**, Fave setup customer **on-boarding and re-engage flows** that drives new and existing users towards the right step in the customer lifecycle journey.

# Onboarding Flow – Drive first purchase

Using MoEngage, Fave created a customer onboarding flow, which sends push notifications and SMS to new users who have *'Signed up but NOT completed their first purchase.'*



Shown below is an illustration of the above flow, along with the notifications and SMS users potentially received, as they progressed through the flow.

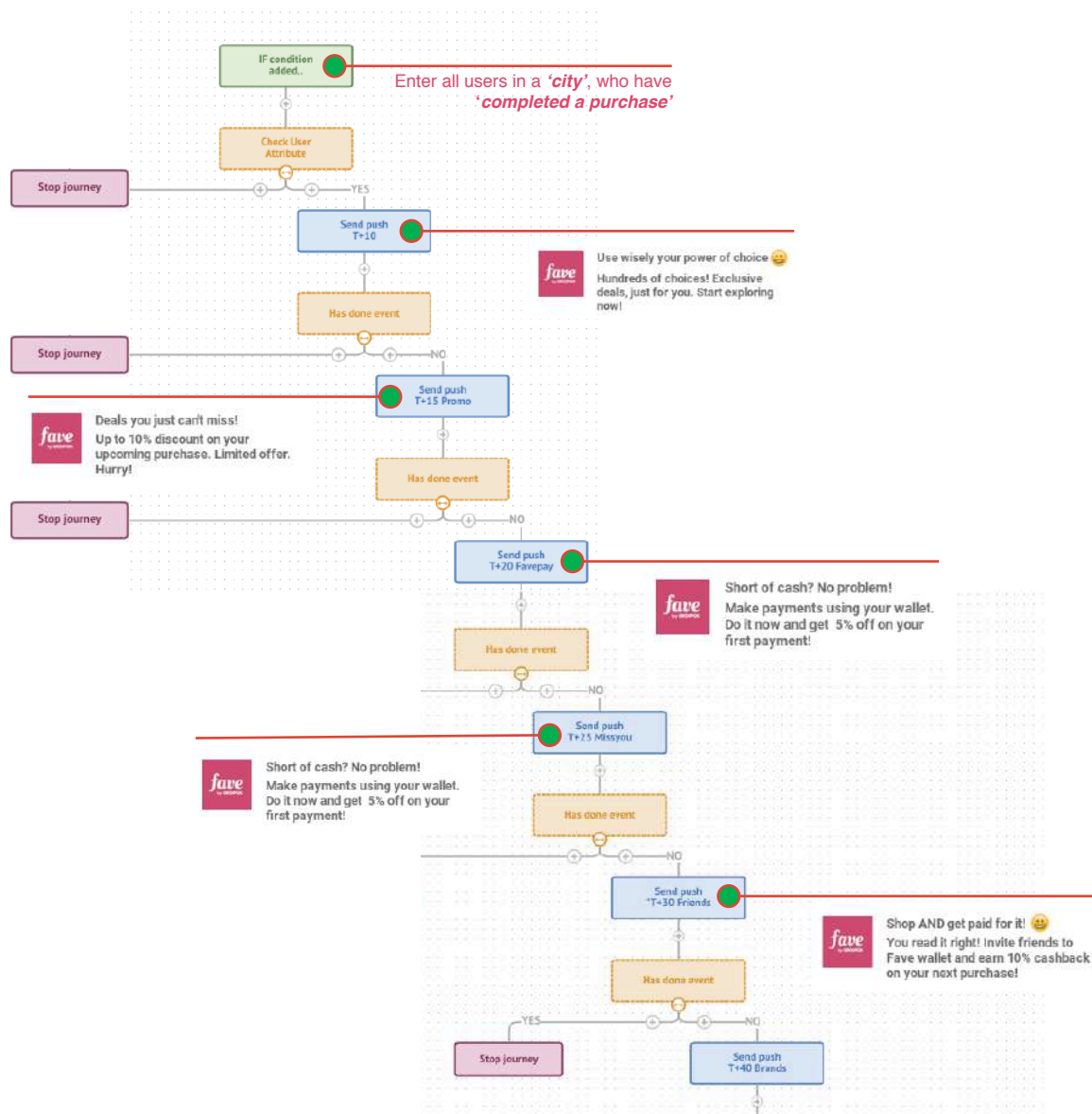


*"Using MoEngage Flows, we automatically detect new users and reach out to them via push notifications and SMS. This automation has improved our first-purchase transactions by up to 15%." - Shayanta Paul, Fave Group.*



# Re-engage Flow – Drive customer LTV

Fave created a flow, which automatically sends push notifications to re-engage users who have already completed a purchase.



*“Re-engaging paid customers is the key to higher LTV. Using MoEngage Flows automation, we triggered notifications that keep users updated on everything - from new arrivals to using Fave wallet for payments. These automated flows have helped drive repeat purchases significantly. – Shayanta Paul, Fave Group.*



## About MoEngage

MoEngage enables mobile apps and websites to deliver 1:1 personalized interaction via push notifications, in-app recommendations, email, web-push, and other retargeting channels. Our platform is hosted on the AWS Cloud and operates at a tremendous scale, processing over 35 billion events and delivering over 15 billion interactions every month. Today marketers in 35+ countries including Fortune 500 brands across U.S., Europe and Asia like Samsung, Deutsche Telekom, Hearst, Vodafone, Travelodge, and Aditya Birla Group use MoEngage to drive conversions and user retention.