

Engage and Nurture Users

It is imperative for brands these days, to consistently build and sustain relationships with users via multiple channels across the customer lifecycle.

For example, users who have completed a purchase but dormant now could be retargeted easily using MoEngage Flows. Similarly, you can also nurture active users into becoming power users.

Let's take a look at an example Flow, where marketers lead active buyers into buying higher ticket items.

Repeat Purchase

