Helpchat achieves up to 34% open rates for email campaigns with MoEngage

"Imbibing personalization and context in emails helped us deliver an unmatched email experience to customers resulting in open rates of up to 34%. MoEngage emails also helped engage 17% of our inactive users on the app."

— *Business Head, Helpchat*

About HelpChat:

Helpchat is India's biggest AI-powered personalised transactions platform. Helpchat is One App for Everything: Find best deals, book cabs & autos, order food, recharge and pay bills, read news, check live cricket scores and daily horoscope on Helpchat!

In detail:

Helpchat leveraged **MoEngage's** extensive segmentation & email capabilities to achieve up to **34%** open rates for email campaigns

Onboard and activation emails

User Journey

| Day 0 - 1 | Day 2 - 7 | Day 8 - 15 | Day 15 - 21 | Day 22+ |

{Trigger email if Uninstall}

Feedback / Re-install the app email

*In comparison with average email open rate for e-commerce industry

moengage

Onboarding emails

Acquiring users on the app is good. But without a user onboarding process, your app will be joining the long list of apps that lose 75% of users within 3 months. With **MoEngage Email** capabilities Helpchat was able to onboard new users by introducing app features to them via email. Helpchat's onboarding emails typically engaged up to **20%** of recipients. Thus, Helpchat was able to show its users the value of the app through email campaigns.

Helpchat onboarding emails
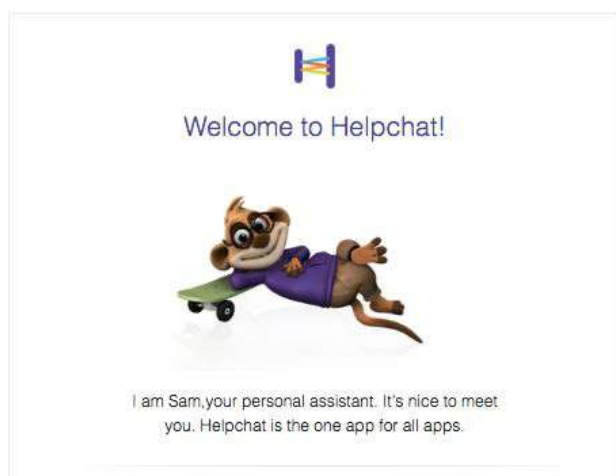
Activation emails

With most apps losing users within the first month of app install, it is important to constantly **remind users** of your app. Helpchat crafted **segmented email** campaigns coupled with push notifications to users who were **inactive** on the app to drive app usage. These campaigns resulted in **17%** of the users engaging with the email.

**Email targeted towards inactive users on Helpchat**
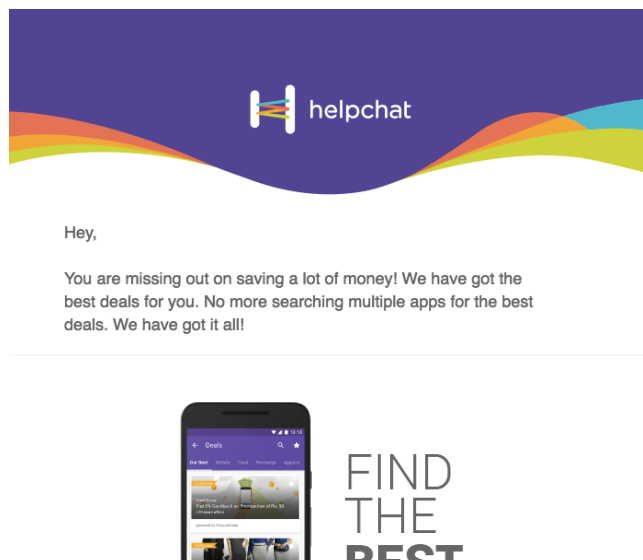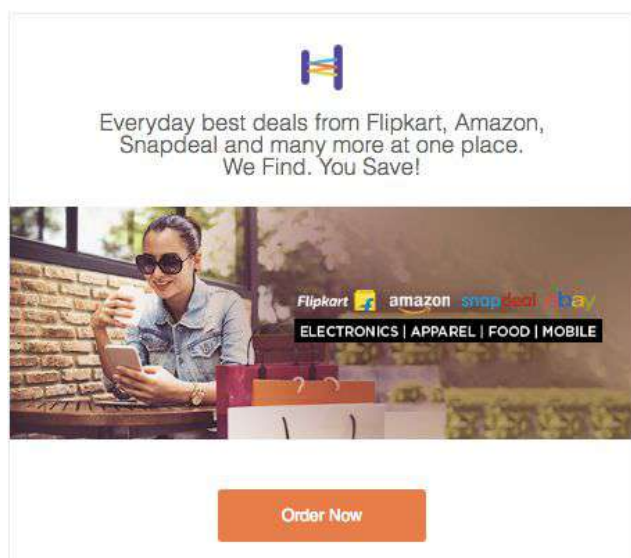
Uninstall emails

Any feedback on the app is considered solid gold for app makers out there. What better way to get this feedback than from uninstalled users? Using MoEngage Uninstall Tracking and Analytics, Helpchat engaged users who **uninstalled** the app within one day of install via email. This resulted in up to **34%** of them engaging with the email.

Helpchat used this feedback to make necessary changes to the app and reached out to uninstalled users requesting them to re-install the app.

Helpchat uninstall email
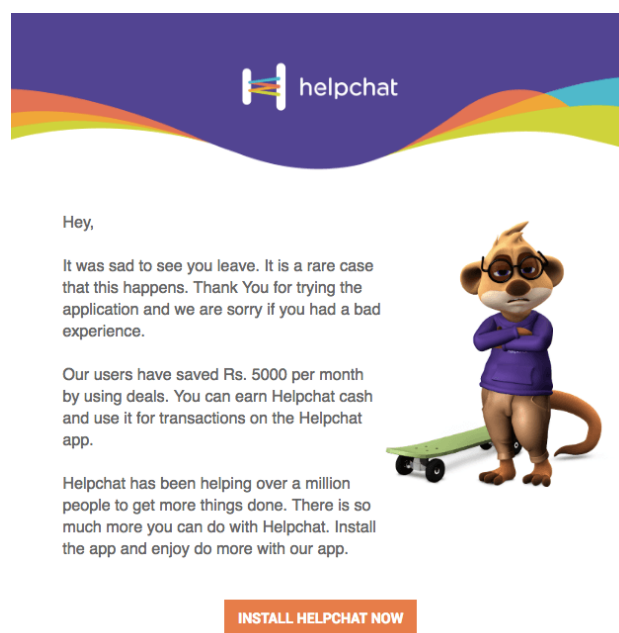
About MoEngage:

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.

To read more success stories please visit: www.moengage.com/customer-stories

To get help from an engagement expert, visit: www.moengage.com