

Ayopop Leveraged AI-Enabled Marketing to Bring Back 55% of Drop Off Users

Introduction

Ayopop is Indonesia's fastest growing mobile bill payments platform. The company was looking for ways to increase active users, reduce cart abandonment and drive growth.

29%

Open rates for Notifications on this campaign.

2X

Increase in transactions completed.

Objective

- Identify users who have abandoned their search and bring them back to complete their transaction.
- Leverage marketing automation solutions to bring these users back and keep them engaged over the user lifetime.

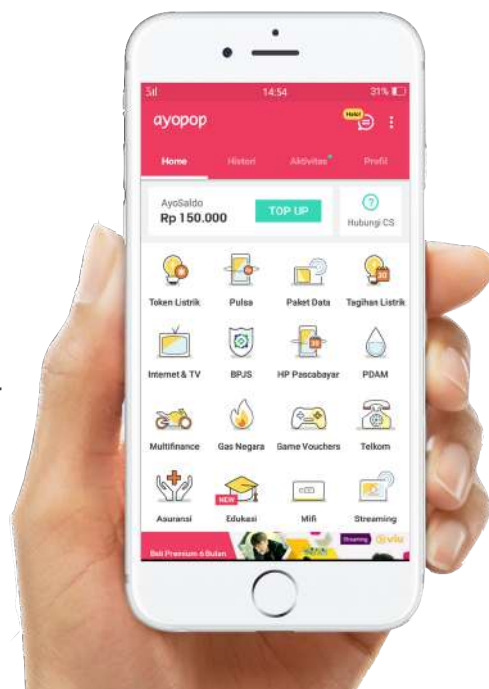
"As with all mobile payment's apps, 60% of all users do not complete a transaction. We were looking for innovative ways to bring these users back to complete their transaction. MoEngage provided all the right tools we needed."

-Rayrubika Sanra, Marketing Associate, Ayopop

The Solution

Ayopop leveraged AI-powered marketing engagement by MoEngage to reduce cart abandonment, increase transactions and retain users while driving growth.

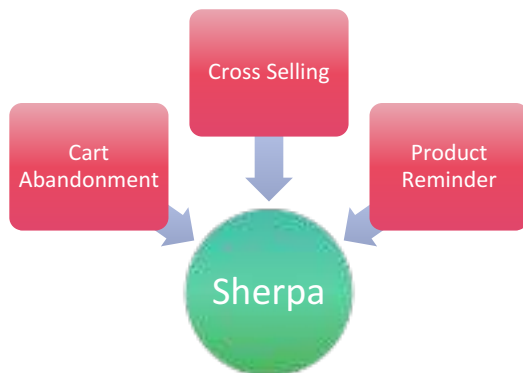
Sherpa by MoEngage provided the ideal platform to realize these goals. Using Sherpa, Ayopop was able to drive higher conversions and growth through personalized engagement with the user.



How Ayopop Used Sherpa to Meet Business Objectives

Ayopop leveraged **Sherpa** by MoEngage to send users personalized push notifications to users identified under 3 segments.

The personalized notifications brought back users and helped drive growth through sustained engagement.



Cart Abandonment

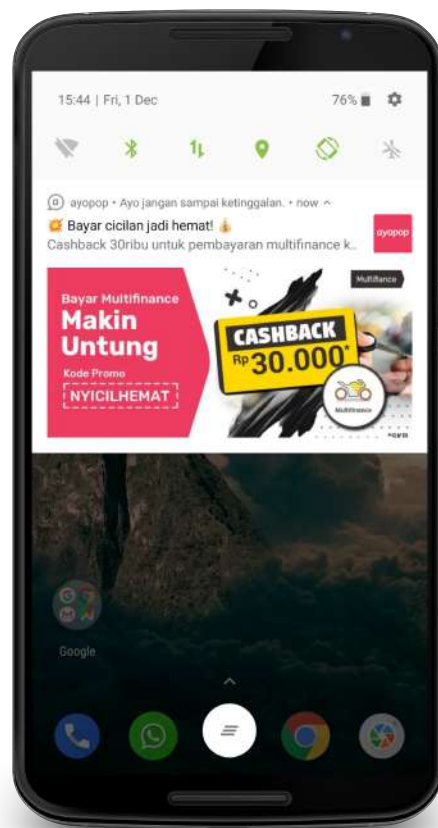
Personalized Push Notifications were sent after two hours to users who did not complete a transaction.

The notifications were personalized with reminders and recommendations around similar products the user was searching for.

Sherpa optimized multiple variations of the push notifications and provided an **uplift** of **31%** to conversion goals.

55%

Decrease in cart-abandonment



Ayopop witnessed a **55%** increase in users who came back to complete a transaction as opposed to the control group who did not receive any communication.

"MoEngage integrates all our Marketing needs in one platform and makes it easy to target the right user, customize the message and integrate a unified strategy across all channels; Email, Push Notification and In-App" – Marc Mallolas, Head of Marketing, Ayopop



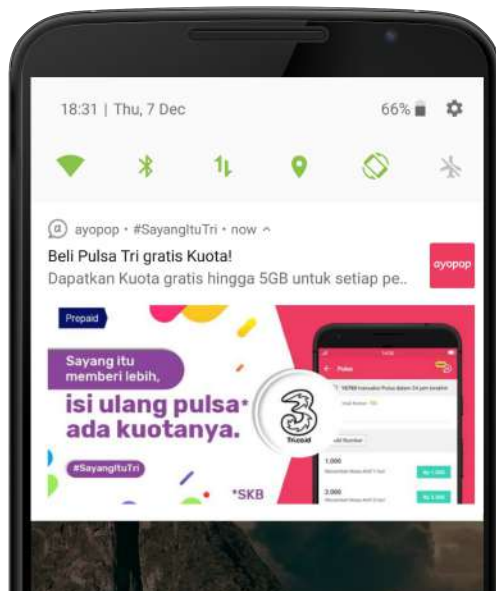
Cross Selling

Sherpa enabled Ayopop to reach out to users with personalized recommendations for sustained engagement.

Ayopop was able to achieve repeat purchases from users by automated message optimization from **Sherpa** and saw a **CTR** improvement of **32%**

50%

Increase in transaction from users who received notifications



Ayopop witnessed a **50%** increase in transactions from users who received personalized recommendations as opposed to the control group who did not receive any communication.

Product Reminders

Notifications were sent to users who were nearing the end of their subscriptions.

Ayopop's business intelligence identified transactions which were renewable and used **Sherpa** to send timely reminders to users about their subscription renewals. Sherpa improved **transactions** by **23%**

29%

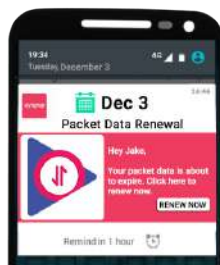
Open rates for notifications on this campaign.

①



Jake purchased a 1-month internet data pack on November 3

③



Ayopop reminds Jake of his mobile internet renewal on December 3.

②



Ayopop's business intelligence identifies this transaction as a recurring subscription

Ayopop saw a **200%** rise in transactions from users who received renewal reminders compared to those users who did not receive any notifications.

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.