

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

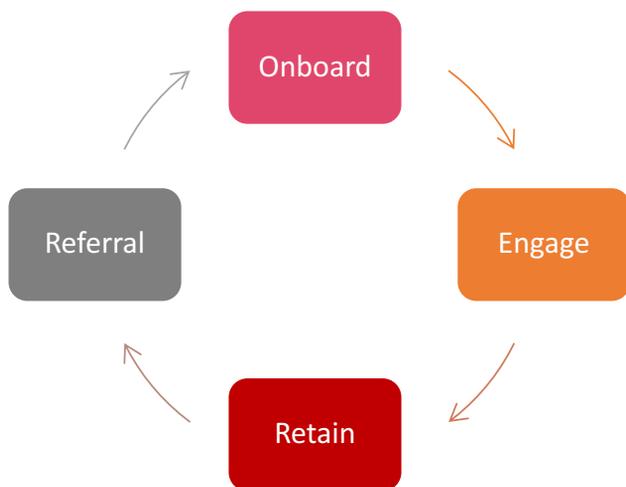
15%

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

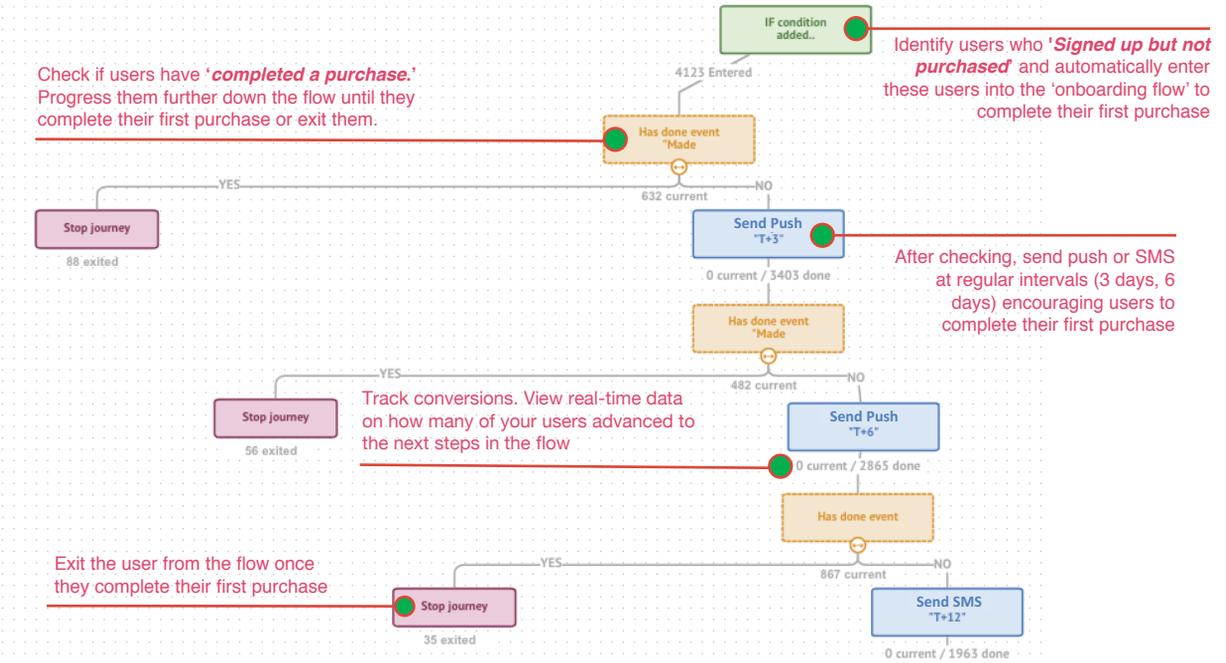
Lifecycle of a typical app user

The Solution

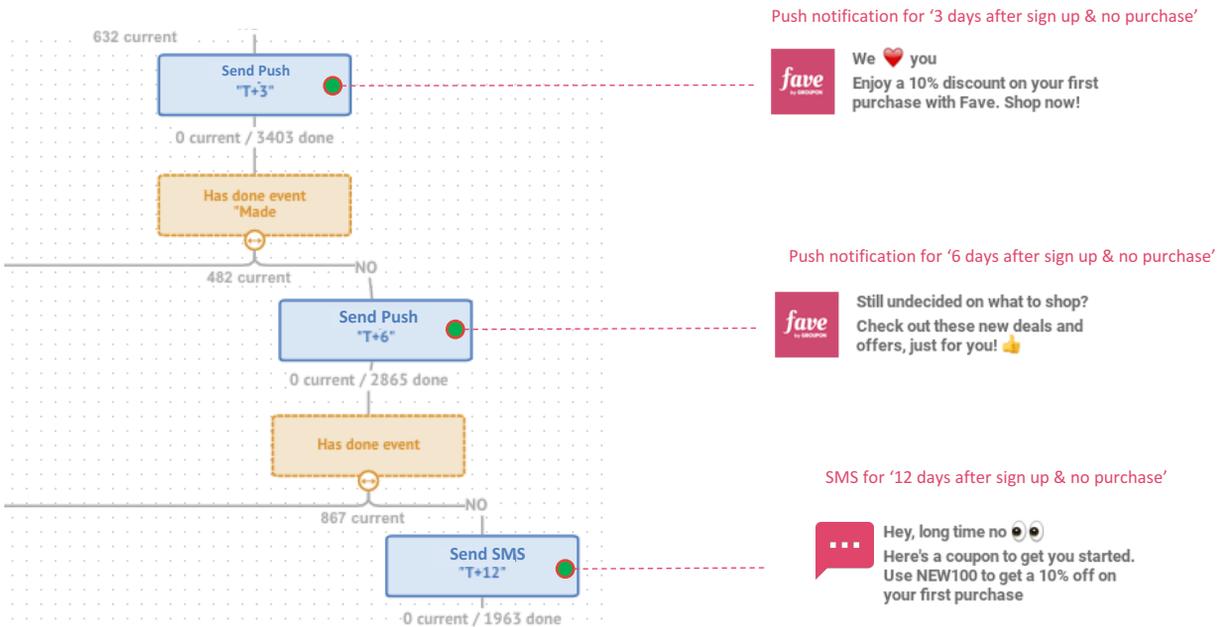
MoEngage Flows: The easiest way to create, visualize & deploy multiple, interconnected, lifecycle campaigns across all channels. Using **MoEngage Flows**, Fave setup customer **on-boarding and re-engage flows** that drives new and existing users towards the right step in the customer lifecycle journey.

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.



