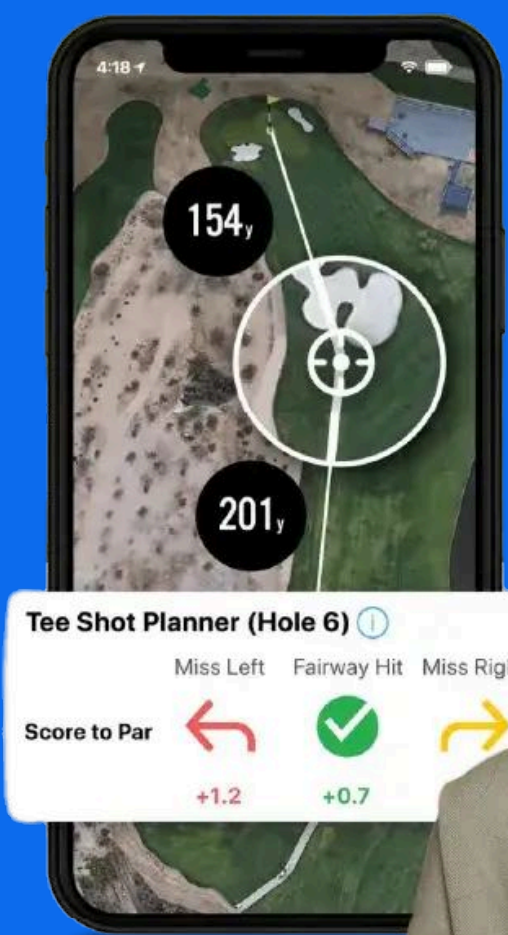


# 18Birdies Hits a Hole in One with MoEngage by Decreasing Cost by 50%



3 months

Saved in Implementation Time Due to Customer Support

2x

More Campaigns Enabled Than Previous Year



ABOUT 18BIRDIES

Launched in 2014 in California, 18Birdies is a mobile app and technology platform connecting golfers and golf courses while providing tools for operating tournaments of any size. The brand aims to reimagine golf through technology— GPS, live scoring, accurate distances, club recommendations, AI-powered swing analysis, and coaching system. 18Birdies leverages the power of gamification and social communities to make golf more engaging and exciting. It inspires golfers of all generations to enhance their game and share their experiences.



Partnering with MoEngage has helped us personalize our messaging across channels to give our users a more cohesive experience, while also driving feature adoption to increase in-app stickiness all while staying on budget. Additionally, it helped to alleviate our engineering and product teams workload by identifying and analyzing friction points throughout the customer journey.



**Jacob Crisp**  
Head of Product Growth, 18Birdies

## The Problem

18Birdies was looking to create a more cohesive experience for their consumers to drive product adoption and increase in-app stickiness. With so many beneficial features available to their users, 18Birdies needed to implement personalized messaging to drive new feature adoption and boost in-app engagement that was relevant to each user's current golfing needs. Additionally, they struggled with identifying friction points throughout their customer journeys to help inform their product and engineering teams on how best to enhance the user experience.






## The Solution

18Birdies utilized MoEngage's email builder to send personalized promotions and/or newsletters with new feature updates straight to their golfer's inbox. These emails sought to engage their consumers with relevant information dependent on where they were in their customer journey. Whether that be welcoming them to the app, helping them connect with fellow golfers in the community or their local courses, showing them in-app leaderboards, activity feed or how best to track their games, 18Birdies was able to personalize messaging at scale to increase engagement through email.

MoEngage's In-app Messaging enabled 18Birdies to welcome new customers and drive awareness of new features, inevitably increasing stickiness within the platform. This helped golfers set their preferences while also discovering relevant features in-app by prompting them to view course reviews from other golfers, book their next tee time or compete in local tournaments. It also helped create a feedback loop back to 18Birdies product and engineering teams to show where users were experiencing friction points. The team was able to identify areas for product enhancement without using internal resources, therefore freeing up engineering bandwidth.

18Birdies also used MoEngage Mobile Push Notifications to customize preset templates and trigger notifications based on customer interactions across their lifecycle automatically. It helped in enhancing their golfing experience and increasing customer lifetime value with personalized recommendations such as swing practices, game videos, results of the games they played with their friends, and AI-powered predictions.

## Products Used

-  **Email Builder**  
Create out-of-the-box, personalized emails that convert, with fastest and easiest [email builder](#).
-  **In-app Messaging**  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
-  **Merlin AI**  
Optimize campaigns and drive high ROI with [Merlin AI](#).
-  **Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
-  **Push Notification Templates**  
Craft beautiful notifications in minutes using [no-code templates](#).

## The Results

18Birdies was able to create a more cohesive experience for its customers and provide personalized recommendations that helped increase customer LTV.

Overall, the brand was able to achieve the following:

- ☒ 50% cost reduction from previous email provider
- ☒ 2x more campaigns enabled than the previous year
- ☒ 3 months saved in implementation time due to customer support

## About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,350 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage's customer engagement platform can power your growth. [Get a demo of MoEngage today!](#)

To learn more, visit [www.moengage.com](https://www.moengage.com).