

Ahamove Sees over 14X Conversions after Partnering with MoEngage



6X

Increase in Monthly Traffic

4X

Increase in Push Notifications Delivery



ABOUT AHAMOVE

Founded in 2015, Ahamove is one of the leading on-demand delivery companies in Vietnam. As a make-in Vietnam business, the company focuses on developing technology delivery services and differentiates itself from other competitors in the market by offering multiple services to Vietnamese customers in the form of fast and inexpensive, long-distance and bulk.



Business Challenge

Ahamove's customers include corporate and individual customers, of which 70% are small and medium-sized business customers such as online shop owners, store owners, or supermarket chains. They regularly use Ahamove to support their business. Ahamove, although growing in the market, had a plethora of bottlenecks bringing down operational efficiency and retention. They were facing time constraints with analyzing existing data. Ahamove had difficulties in segmenting and accurately classifying its customers. Ahamove was previously using Firebase Cloud Messaging. Setting up and running automation processes, creating their own API integrations was time-consuming through other third-party vendors. Ahamove was using various independent channels to deploy campaigns. Less than 20% of their customers were receiving push notifications.



Ahamove was able to deploy in-app, banner and email campaigns with ease. This, in turn, increased our traffic and engagement, ultimately leading to a significant increase in the conversion rate of our campaigns.



Quynh Ngo
Head of Marketing, Ahamove

Improved Reach and Engagement to Accelerate Conversions

Using MoEngage, Ahamove seamlessly built automation processes without any constraints in time and integrated their business units and their third-party engagement and retention tools into one platform. This saw a significant increase in overall performance.



Bringing Together Supply, Demand, and The Customers

Upon partnering with MoEngage, Ahamove were able to drastically close the gap between supply and demand by segmenting its customers to deliver real-time push, in-app and email campaigns, triggering higher conversions with optimal efficiency. Upon integrating and testing the platform, Ahamove was initially cautious in deploying campaigns. Ahamove ran only 17 campaigns in the first 6 months post-integration. However, upon achieving successful delivery rates of roughly 75-80%, they decided to increase their overall campaign count, which is currently at 82 in the last 5 months alone.

Products Used

- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- RFM Segmentation**
Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).

The Results

- With MoEngage, Ahamove was able to:
- ☒ Leverage MoEngage to act as an integrated central omnichannel brain for the 3 business units at Ahamove with advanced segmentation and personalisation.
 - ☒ Increase AhaMart conversions via coupon code campaign exceeding target conversions by 87%
 - ☒ Seamlessly built automation processes without any constraints in time.
 - ☒ Integrated all their third-party engagement and retention tools into one platform.

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.