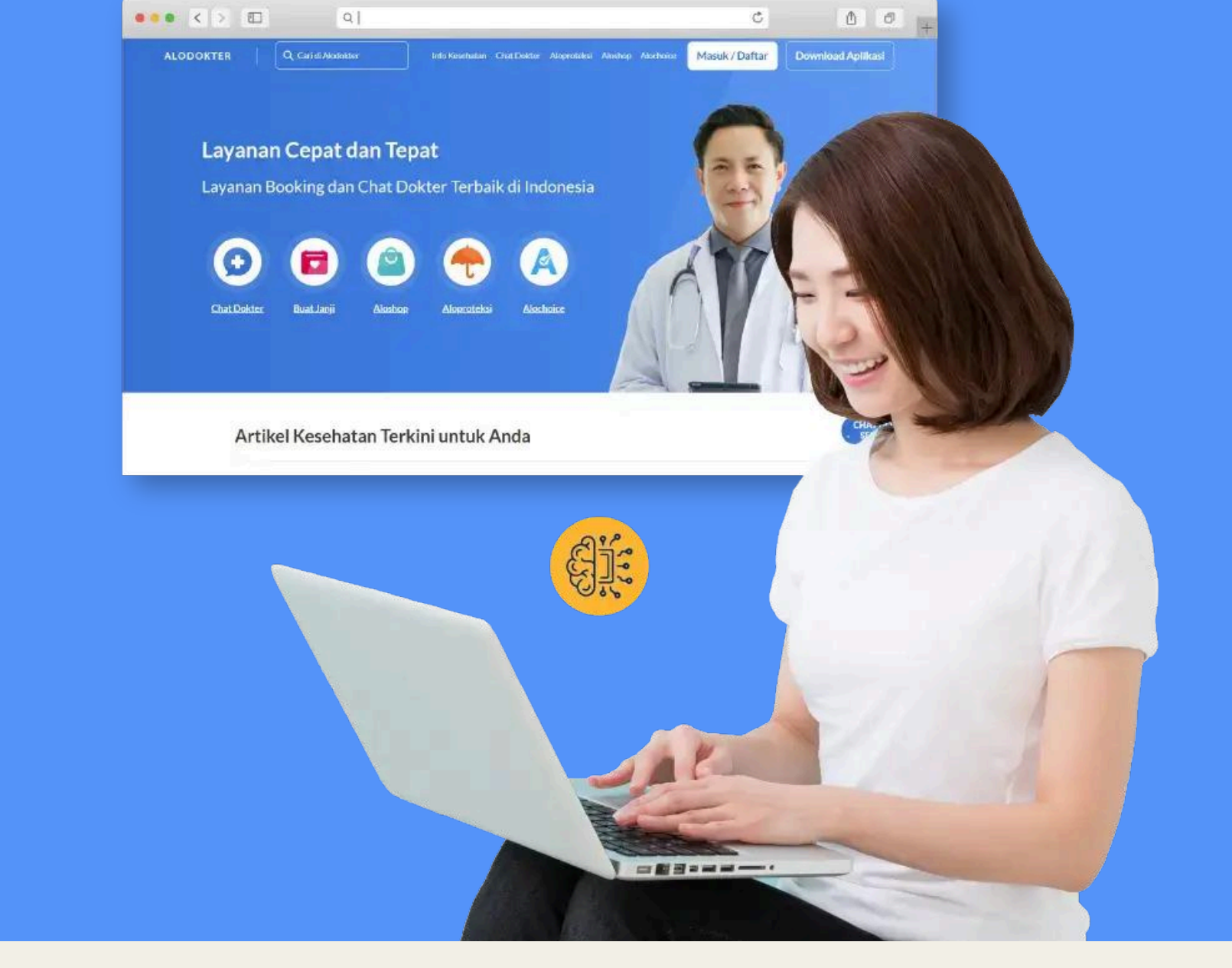


# Alodokter Witnesses 45% Uplift in Engagement using AI-based Campaign Optimization



10%

CTR Improvement for Free-to-premium User Conversion Campaigns

60%

Increase in Monthly Active Users

## ALODOKTER

### ABOUT ALODOKTER

Alodokter is the leading Indonesian healthcare super app created in 2014 by Nathanael Faibis and Suci Arumsari. Alodokter provides an end-to-end digital solution to patients including telemedicine, doctor booking, medical content, and health insurance services. As the leading telemedicine platform in Indonesia, Alodokter has more than 28 million monthly active users, and more than 40,000 certified doctors on the platform. The integrated mobile solution for patients and doctors provides 600,000 monthly patient-doctor interaction with over 40,000 doctors.

Alodokter has always prioritized its customer's health and wellbeing above all else, whether it is through doctor-approved health-related information or reliable consultation with medical professionals. Alodokter's drive to provide credible sources of information via articles and expert consultation was all the more crucial during the global pandemic. The healthcare super app provided information on affected areas, measures to prevent and control the spread of the virus, among other vital assistance. The users were engaged and informed via push notifications sent to their mobile devices.



## The Problem

Healthcare apps face significant challenges in constantly engaging users who would otherwise use these apps only when they are sick. During a pandemic, reaching out to the users at the right time using the right message became a priority. Alodokter chose to resolve the problem by choosing to educate users about precaution, prevention, and safety measures. The doctor-approved and certified resources within the app included healthcare articles on a wide variety of subjects and topics.



Post MoEngage integration, Alodokter is now able to retain more than 50% of its installed users. Combined with the immensely strong mobile engagement portfolio, expert local customer support, and a very responsive customer success team, MoEngage is the ideal choice for an intelligent customer engagement partner.



**Arian Vivaldi**  
Head of Marketing, Alodokter



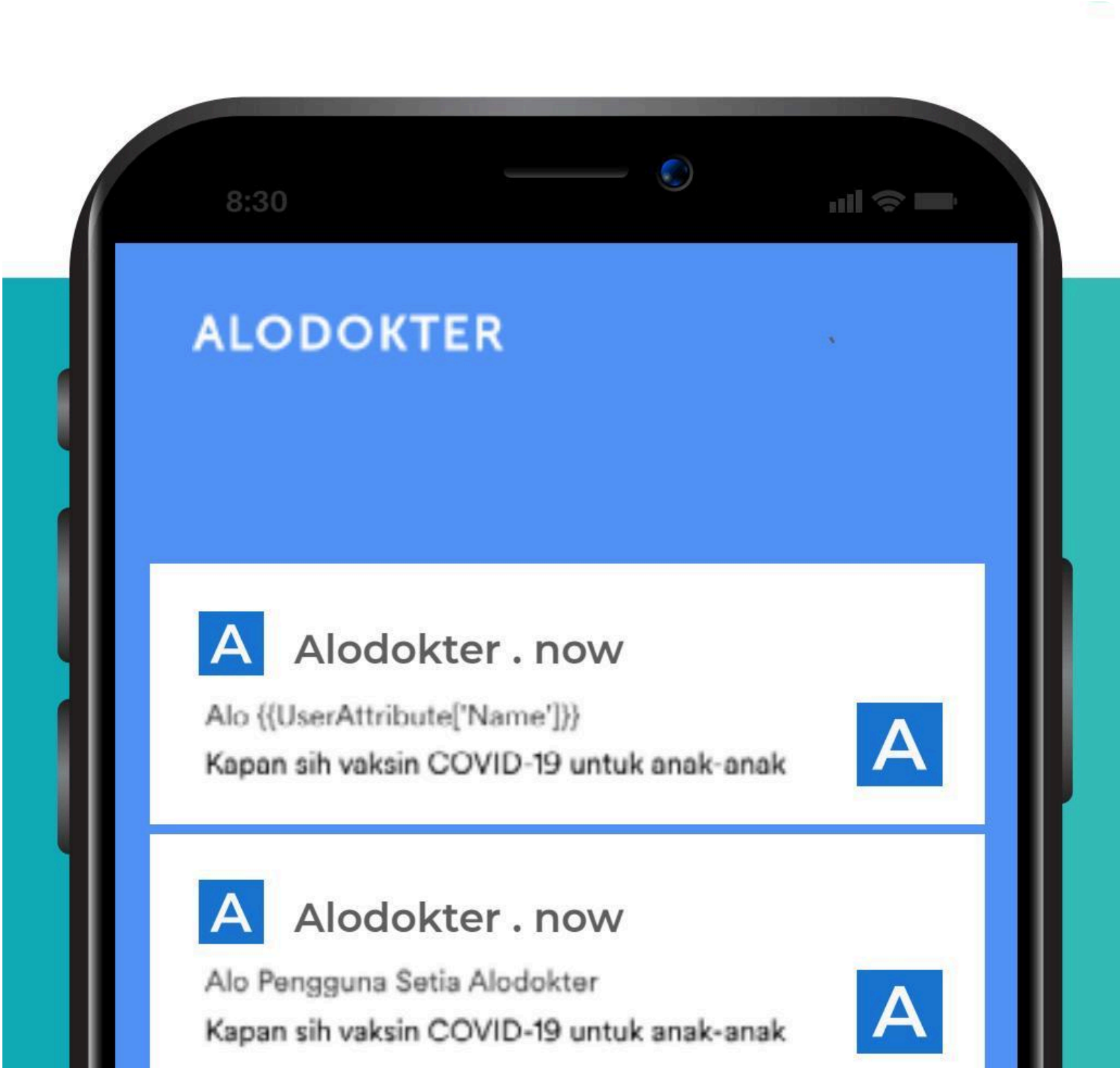
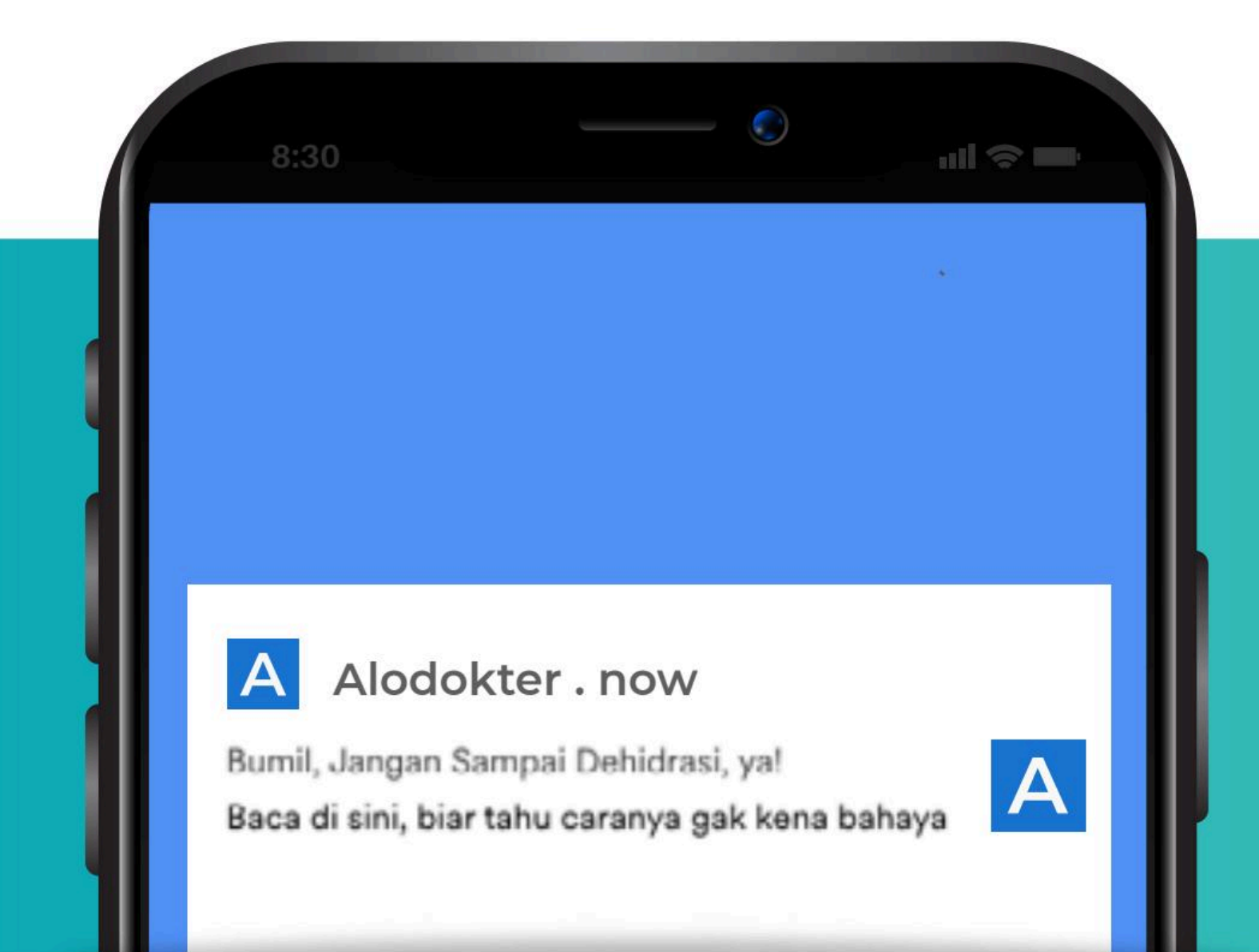
One of the best performing and proven channels to engage and retain our app users is push notifications. To increase the efficiency of our campaigns, we want to experiment with the content through MoEngage's machine learning campaign optimization combined with A/B Testing.



**Satrio Darmawan**  
Senior Digital Marketing Strategist, Alodokter

## MoEngage Solution

In order to improve the CTRs and conversion rates of the push campaigns, it was essential to segregate the audience based on where they drop-off, map out user journeys and execute Flows campaigns based on the journeys. The AI-enabled content optimization feature, combined with rigorous A/B testing and personalized recommendation, enabled the healthcare super app to run push campaigns with improved click-through and conversion rates, increase engagement, arrest and re-engage inactive users.



## Smart segmentation based on conversion event, funnel drop-offs, and user attributes

In order to identify and target better, the brand segmented its user base based on location, preferences and attributes, conversion events, and funnel drop offs among other key factors.

## Products Used

- Merlin AI**  
Optimize campaigns and drive high ROI with [Merlin AI](#).
- Omnichannel Flows**  
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).

## The Result

To improve the CTRs and conversions of push campaigns, the Alodokter team wanted to segregate their audience based on drop-off points, map [customer journeys](#), and execute Flows campaigns. As the first step, the team used MoEngage to segment its customer base.

Segmentation was done based on location, preferences, events, and funnel drop-offs. Post that, the entire customer journey was divided according to app events, conversions, and earmarked for targeted campaigns. The team could now send effective push campaigns boosting engagement and retention.

Flow campaigns were based on the nature of the campaign, like onboarding, engagement, or re-engagement. Push campaigns were also run to arrest churn and increase engagement. MoEngage's AI engine Sherpa helped choose the right communication approach by measuring, analyzing and optimizing content.

- ✓ **6-16% CTR** Increase in Flows campaigns to activate customers who have signed up
- ✓ **10-12%** Increase in funnel conversion rate contributed by customer onboarding campaigns
- ✓ **5-10%** Activation of inactive customers via re-engagement campaign

## 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](http://www.moengage.com).