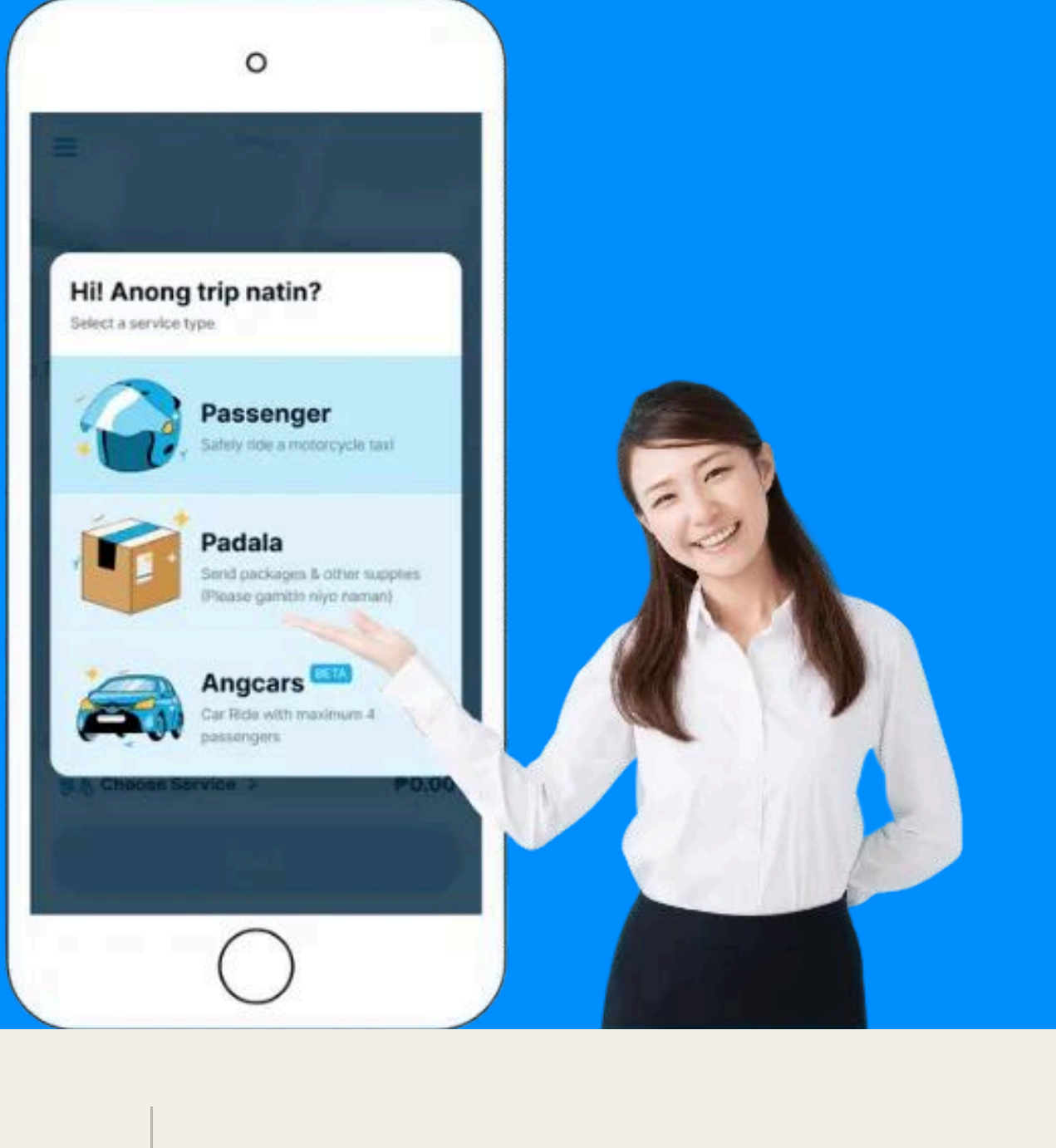


# Angkas Transforms Digital Engagement to Boost Rider Conversion and Driver Adoption



Up to 30%  
Higher & Faster Adoption

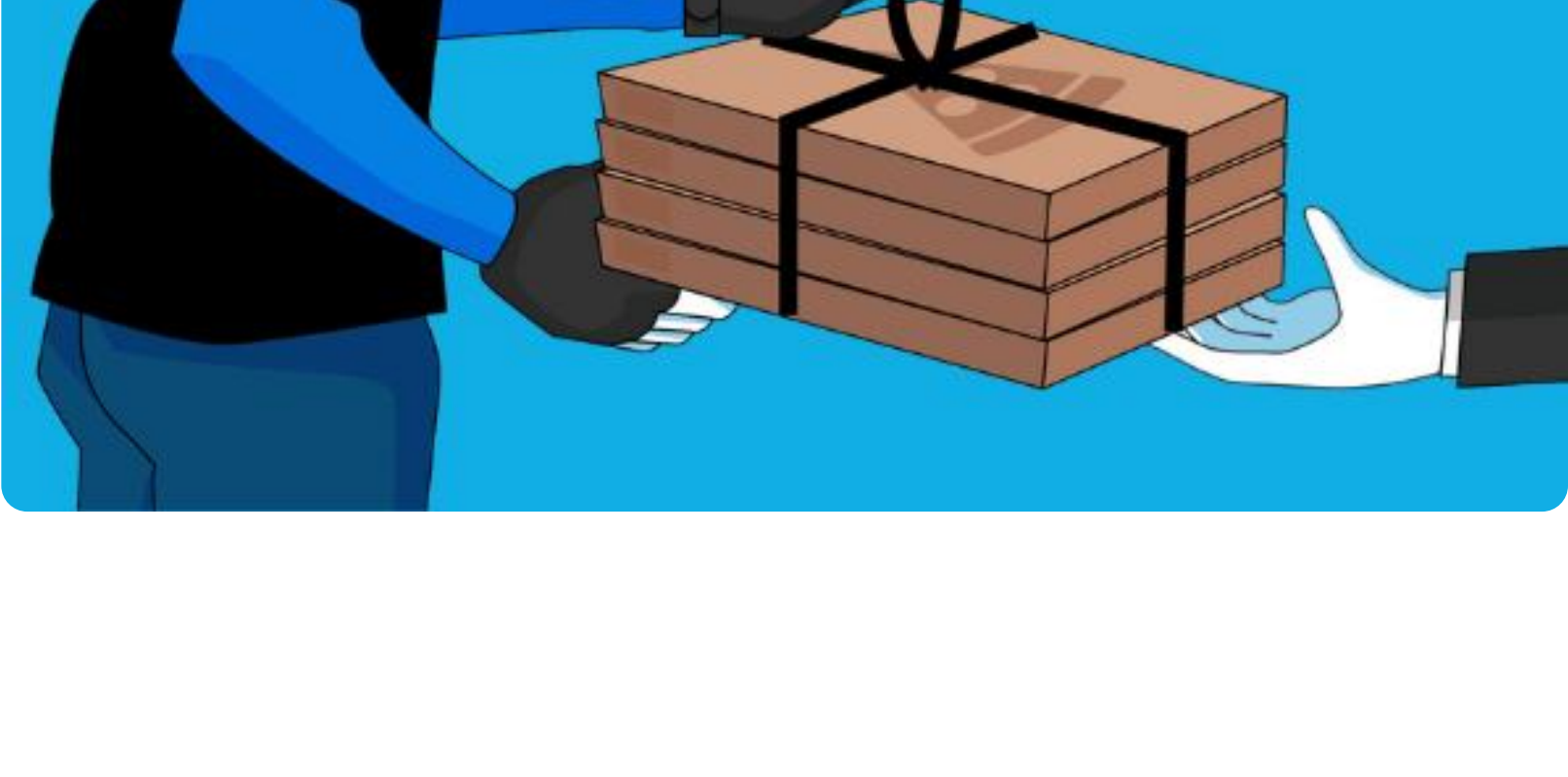
30%  
Communication Cost Saving

Up to 10%  
Higher Conversion



ABOUT ANGKAS

Founded in 2017, Angkas is the leading ride-hailing company in the Philippines, primarily focused on two-wheeler transportation, with growing pillars in delivery and car services. Operating across multiple cities, with its main business concentrated in Manila, Angkas's core mission is to professionalize the industry using technology, providing drivers with dignified livelihoods while offering commuters a cost-effective, fast, and convenient way to navigate challenging urban infrastructure. The customer application boasts approximately 10 million downloads and registered users, with the most active users commuting multiple times a day.



## Optimizing High-Volume Engagement

As a market leader operating in high-volume metropolitan areas, Angkas had successfully established critical communication pathways with millions of riders and drivers. However, the Angkas team identified a key strategic opportunity to significantly enhance profitability and scale by optimizing their existing communication model:

**Cost-Efficiency Imperative:** Relying heavily on high-cost, ad-hoc communication methods, primarily SMS, represented an opportunity for significant operational savings through channel consolidation.

**Scaling Precision:** The strategy needed to evolve from communicating broadly to orchestrating highly contextual, timely messaging for both its two-sided market—riders and drivers—to maximize platform usage.

**Activating the Driver Ecosystem:** Vital operational programs, such as driver incentives, required a precise and timely communication engine to achieve maximal adoption and better manage driver behavior across the network.

Angkas was ready to shift from effective, reactive messaging to a proactive, unified engagement strategy that coordinates actions on a precise timeline and unlocks new levels of customer value and operational efficiency.

“At Angkas, MoEngage is the backbone of how we drive CRM-led growth for both passengers and bikers. It allows us to move beyond mass messaging into behavior-based, highly segmented communication—whether that’s driving incremental Bookings through price and frequency-based targeting on the passenger side, or guiding bikers with timely, relevant earnings and incentive nudges.

**Josef Puchinger**  
CTO

“MoEngage helps our team move from broad, one-size-fits-all broadcasts to highly personalized, timely engagement for both users and drivers. The real value lies in the ability to unify behavioral data, build dynamic segments, and automate multi-step journeys (Flows) that translate real-world contexts—such as time of day or location patterns—into actionable audiences. This consistently improves conversion and reduces wasted sends.

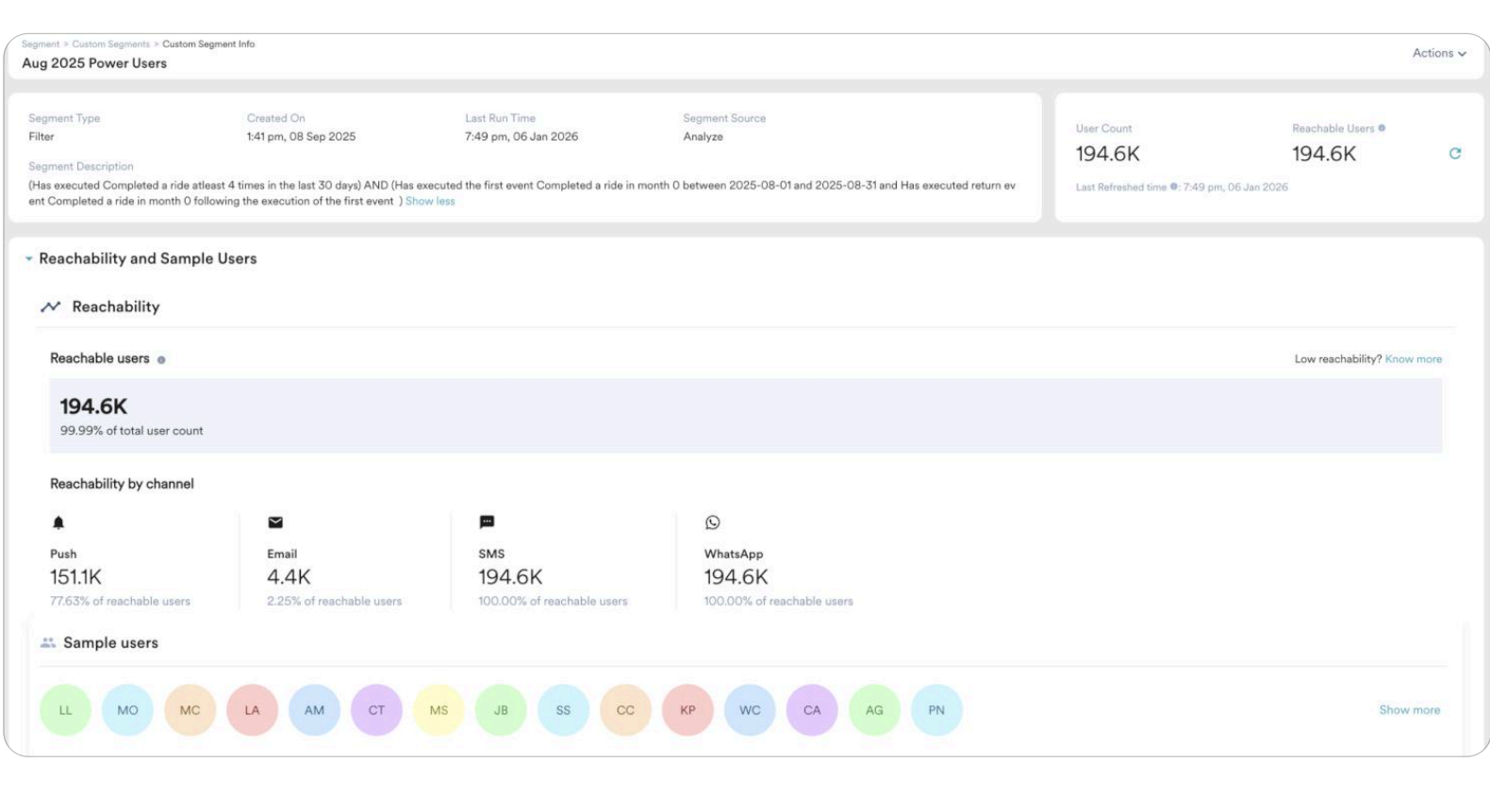
**Sarah Griselda**  
Head of Product

“Most importantly, MoEngage gives us clear visibility from message exposure to actual booking conversion impact, enabling faster iteration, reduced promo cannibalization, and more meaningful engagement across both sides of the platform. It’s not just a messaging tool for us—it’s a growth engine that aligns marketing, product, and operations.

**Trisha Guillermo**  
Angkas Head of Marketing

## Angkas Builds the Central Intelligence Platform

Angkas strategically partnered with MoEngage, recognizing its flexible platform architecture for a high-volume, dynamic market. Angkas championed the vision of utilizing MoEngage not just as a messaging tool, but as the central segmentation and intelligence platform—a core component critical to integrating and driving value across their entire operational ecosystem.



## 1. Data Foundation: Unification and Central Segmentation

The foundational step involved establishing MoEngage as the single source of truth for user intelligence:

**Central Segmentation Engine:** Angkas immediately integrated MoEngage to unify behavioral data from various sources. Segments built within MoEngage are now the official, central cohorts and are distributed across all Angkas's sub-systems for consumption, ensuring consistency and precision in targeting for both marketing and operational teams.

**Progressive Profiling for Deep Insight:** Using In-App Nudges and Cards, Angkas implemented a low-friction "progressive profiling" approach. Contextual surveys (e.g., Year of Birth, Lifestyle) capture high-value, previously unknown data, which is immediately stored as enriched user attributes to personalize downstream experiences.

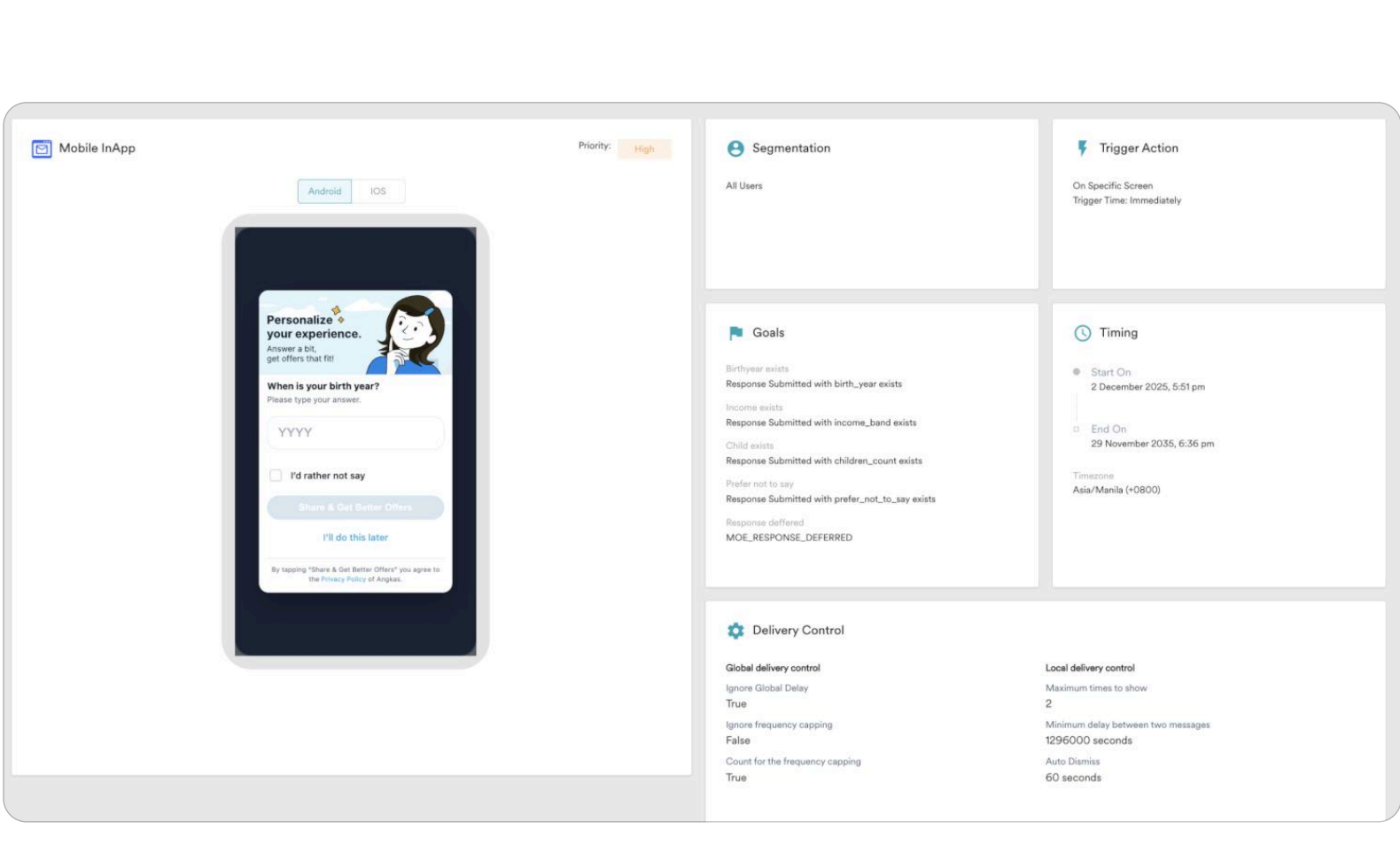
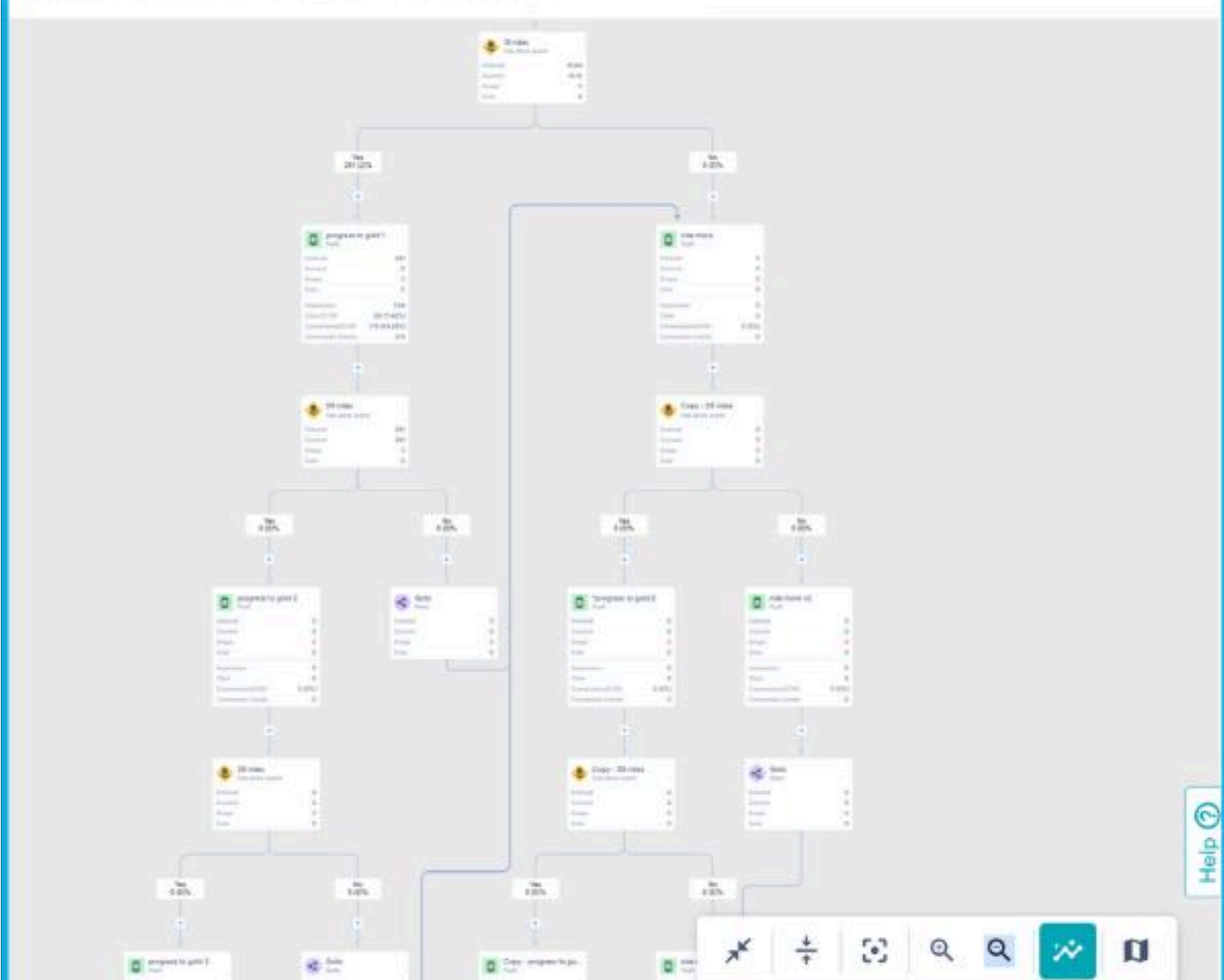
## 2. Strategic Orchestration: High-Impact Omnichannel Flows

With precise segmentation in place, Angkas transformed its execution by moving from manual, high-cost communication (SMS) to automated, targeted journeys using MoEngage Flows:

**Driver Ecosystem Activation:** Angkas achieved close integration with its driver incentives platform. Communication supporting driver incentives or customer promotions is now fully automated and delivered in a highly targeted, timely manner via Flows, leading to significantly higher adoption rates.

**Funnel Conversion Nudges:** Automated Flows deliver personalized, timely nudges at critical drop-off points in the customer booking journey (e.g., after a price check but before booking), actively maximizing the conversion rate.

**Channel Efficiency:** The team transitioned high-volume campaigns to a consolidated, cost-effective omnichannel strategy (Push, In-App Messages, and Cards) to achieve coordinated, near-real-time communication and optimize overall communication spend.



## 3. Activating New Value: Intelligence and Monetization

Angkas extended the platform's role to unlock new internal value streams:

**In-App Monetization:** Angkas utilized the flexibility of MoEngage Cards to transform in-app spaces into dynamic ad placements. These placements display targeted and personalized ads, powered by enriched user attributes, generating new revenue streams from Angkas' digital real estate.

**Strategic Growth Tool:** The Angkas team continues to strengthen the platform's role, planning to integrate MoEngage with their BigQuery data lake and intensifying the use of Merlin AI to identify new, high-impact customer engagement strategies.

## Products Used

- Connectors**  
Connect with customers and create rich experiences across all channels.
- Custom Segments**  
Create easy-to-use cohorts based on behavioral, funnel, and RFM analysis.
- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your customer's journey.
- Omnichannel Flows**  
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.
- Push Templates (Cards)**  
Deliver impactful content right into inboxes and personalized feeds with Deliver impactful content right into inboxes and personalized feeds with cards.

## Impact and Value

The successful strategic integration of MoEngage enabled Angkas to solidify its position in the competitive ride-hailing market by driving operational efficiency and deeply personalized customer engagement:

- Up to 30% Higher & Faster Adoption:** Close integration allowed Angkas to better manage driver behavior and increase participation in incentive programs.
- Up to 10% Higher Conversion:** By deploying personalized, timely nudges at key drop-off points (e.g., from price check to booking), Angkas improved conversion across the entire customer journey.
- Around 30% Communication Cost Savings:** Migration away from high-cost, ad-hoc SMS to targeted, unified omnichannel messaging.
- New Revenue Streams:** Monetization of in-app spaces using MoEngage Cards, powered by enriched user profiles.

## About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,300+ global consumer brands, including Kredivo, Alfamart, Bibli, 7-Eleven, Adidas, Coca-Cola, Starbucks, XL Axiata, Trust Bank, Citibank, Dominos, Samsung, GoTyme, Vidio, Yesstyle, RupaRupa, Atome, Home Credit, and CIMB Bank. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

MoEngage Analytics arms marketers and product owners with insights into customer behavior. Brands can leverage MoEngage Personalize to orchestrate journeys and build 1:1 conversations across the website, mobile, email, social, and messaging channels. MoEngage Inform, the transactional messaging infrastructure, helps unify promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's AI Suite helps marketers develop winning copies and creatives, optimize campaigns and channels that boost engagement, and help with faster execution.

For over a decade, leading consumer brands in 60+ countries have used MoEngage to power digital experiences for over a billion monthly customers. 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 named a Customers' Choice Vendor in the Gartner Peer Insights(™) Voice of the Customer: Multichannel Marketing Hubs Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

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