

How Empiricus Increased Customer Retention by 135% with Automated and Personalised Journeys



135%

Increase in New Customer Retention

1

New Product Launched



ABOUT EMPIRICUS

Empiricus is Brazil’s largest financial publisher, with +450K subscribers and +1M monthly readers. They provide investment advice to their clients and offer finance content via subscription, and publish new suggestions or updated investment reports weekly.



New user retention is the first true litmus test for any SaaS company. MoEngage’s full suite of customer engagement tools helped us exceed industry benchmarks for new customer retention. It enabled us to keep track of our new users by designing engagement flows that were laser-focused on our main goals of increasing engagement and retention.



Vinicius Bazan
Head of Product - Empiricus

Business Need

Improve free new app customers’ engagement and retention

Empiricus provides free content to help new customers decide whether to subscribe to their investment reports. These materials include free beginner courses, financial market analysis, news, and tools such as a real-time stock market index. However, new customers found it challenging to extract value from this journey, leading to app uninstallation. The growth team at Empiricus knew they needed to devise a strategy to address this issue and increase their chances of converting these free customers and keeping them engaged with the app for extended periods.

MoEngage Solution

Intuitive customer engagement platform for real-time cross-channel communication

Empiricus launched a campaign called ‘The 7-Day Challenge’. A new onboarding strategy to encourage new customers to discover in-app features through gamification. Customers who completed the five-mission challenge in 7 days or less received free access to Empiricus’ monthly Essential Investment report series. Among the missions were registration in the app, reading free reports, watching one of the courses, and accessing the stock index section.

Empiricus enabled MoEngage’s smart journey orchestration called Flows to ensure the success of this new initiative. This provided visibility into each customer’s performance and automatically delivered cross-channel communications (push and in-app notifications) on daily missions. The team also personalised messages to encourage engagement and gave prizes to those who completed the mission.

Implementing a new onboarding strategy using MoEngage’s Flows gave Empiricus a new product idea, which was launched as a result of this initiative.

Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer’s journey](#).
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).

The Result

- 135% increase in new customer retention
- 1 new product launched

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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.