moengage

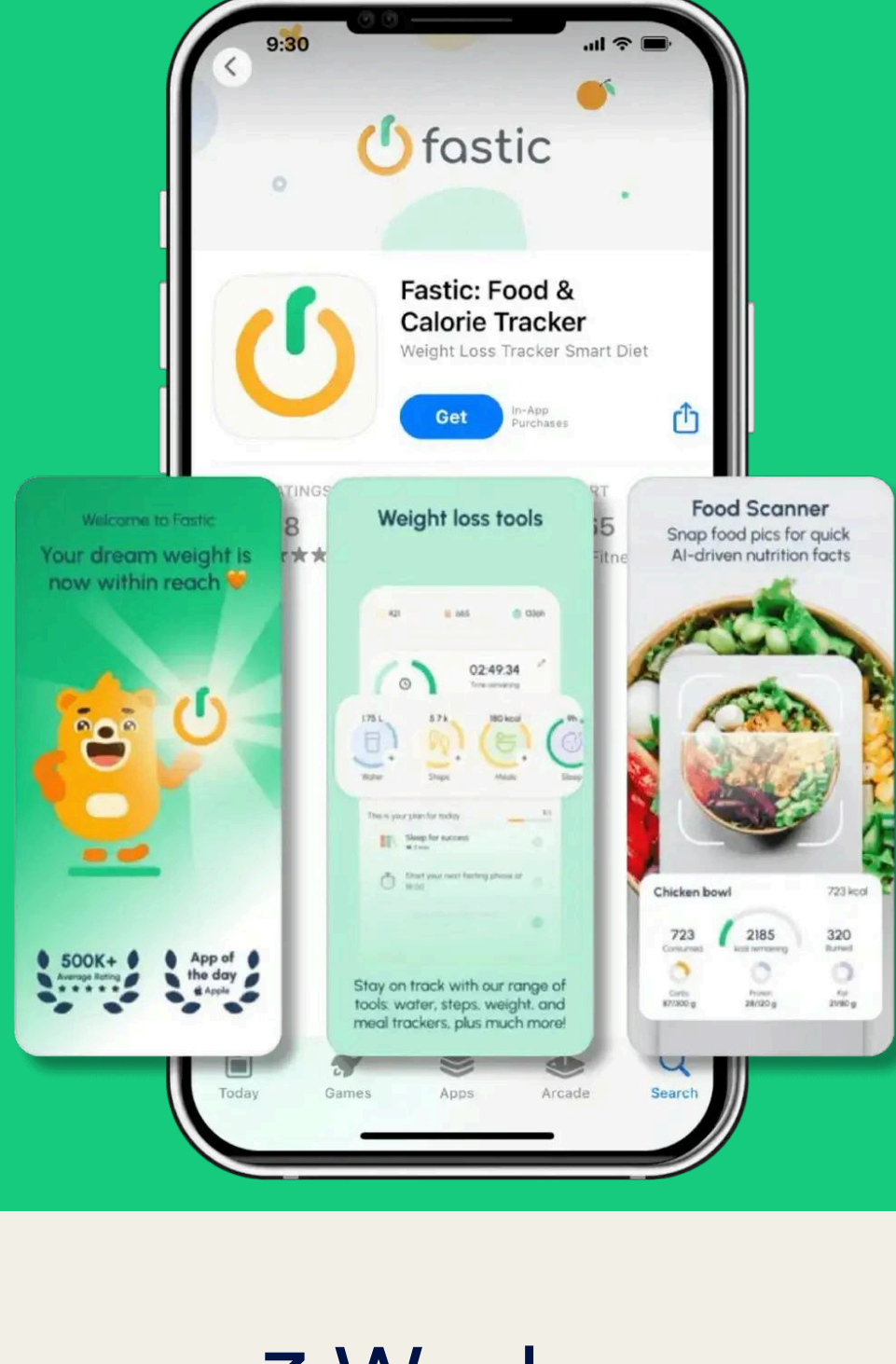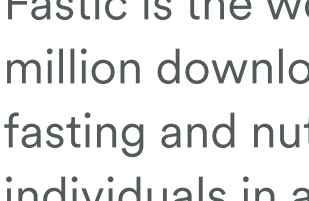# Fastic, A Health & Fitness App With 50+ Million Downloads, Successfully Migrates to MoEngage

35% Increase	3 Weeks
in subscription purchases	to migrate to MoEngage

fastic

ABOUT FASTIC

Fastic is the world's largest fasting app and community, with over 50 million downloads. It provides fasting and meal plans, a nutrition tracker, fasting and nutrition advice, and coaching services. Its mission is to help individuals in achieving their health and wellness goals, enabling them to become better versions of themselves. By 2026, the company aims to be the Super App for Health.
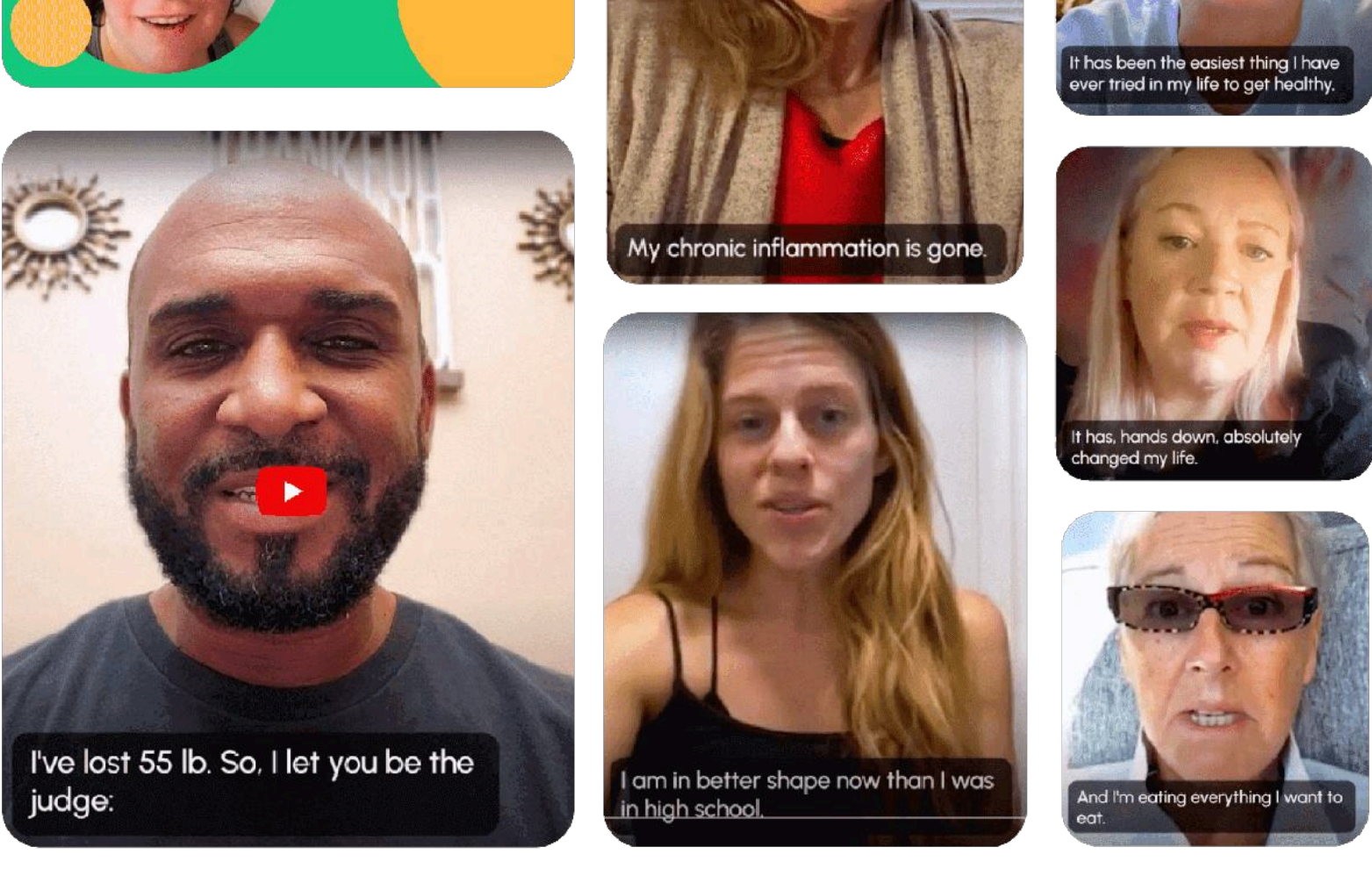
## Why Fastic Chose to Migrate From Iterable

Before MoEngage, Fastic used Iterable as a customer engagement platform. The main issue was that the platform lacked analytics for their use cases, or that the ones that existed did not meet their needs. They had to use a third-party tool for analytics and reporting, as well as pay for additional licenses, which impacted revenue. They lacked the ability to see errors and issues across the entire customer base, so they spent more time analyzing and less time optimizing and building campaigns, which was inefficient. Another reason for migration was a lack of support, especially when Fastic encountered issues or wanted to implement custom use cases. Iterable's team used to take a long time to respond with answers or resolutions, which was unacceptable for Fastic, which prefers to move fast. It is, after all, an integral component of their fundamental principles. Fastic needed a marketing platform that could handle their volume (over 100 million emails and 12 million reachable users per day), sophisticated customer journeys, channel flexibility, and excellent team support. They looked into MoEngage's competitors but did not find a good fit. MoEngage emerged as the winner. Thanks to the MoEngage Professional Services team, Fastic was able to migrate 100 campaigns and over 30 complex customer journey flows within 3 week.

> We evaluated all of MoEngage's competitors, but none of them met our criteria for a CEP. MoEngage provided the best support during the migration of existing use cases in a detailed and methodical manner.
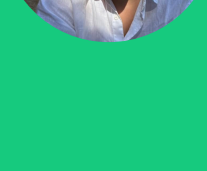
**Tim Boerner**
Technical CRM Manager
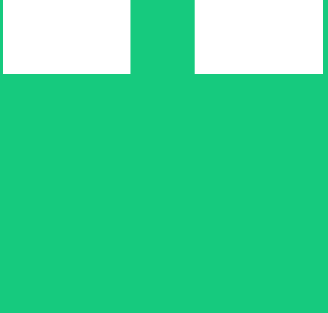
> If you're looking for a platform that can scale with you and provide the support you need to create and execute successful marketing campaigns, I recommend MoEngage.

**Toby Boerner**
Co-Founder & CMO

Re-engagement Strategy Generates 15% of Monthly Revenue and Drastically Reduces CAC

Partnering with MoEngage, Fastic leveraged customer insights and data generated by individuals on the platform and used these to fuel personalized user engagement within the customer journey. This helped customers meet their health and fitness goals while increasing subscription revenues (15% of monthly revenues now come from new users), growing app engagement, and building loyalty amongst its user community. And, through 'owned' channel engagement rather than investing in highly expensive social or paid media via third parties, Fastic brought CAC down significantly. It also effectively used personalization to re-engage lapsed users, with over 35% of re-engaged users going on to subscribe, opening up valuable additional revenue streams. Additionally, by using 'Happy Moment' engagement, based on when users hit milestones, it improved loyalty, inter-community user engagement, and positive App Store reviews; now, with 655.3k reviews, its rating is 4.7/5.
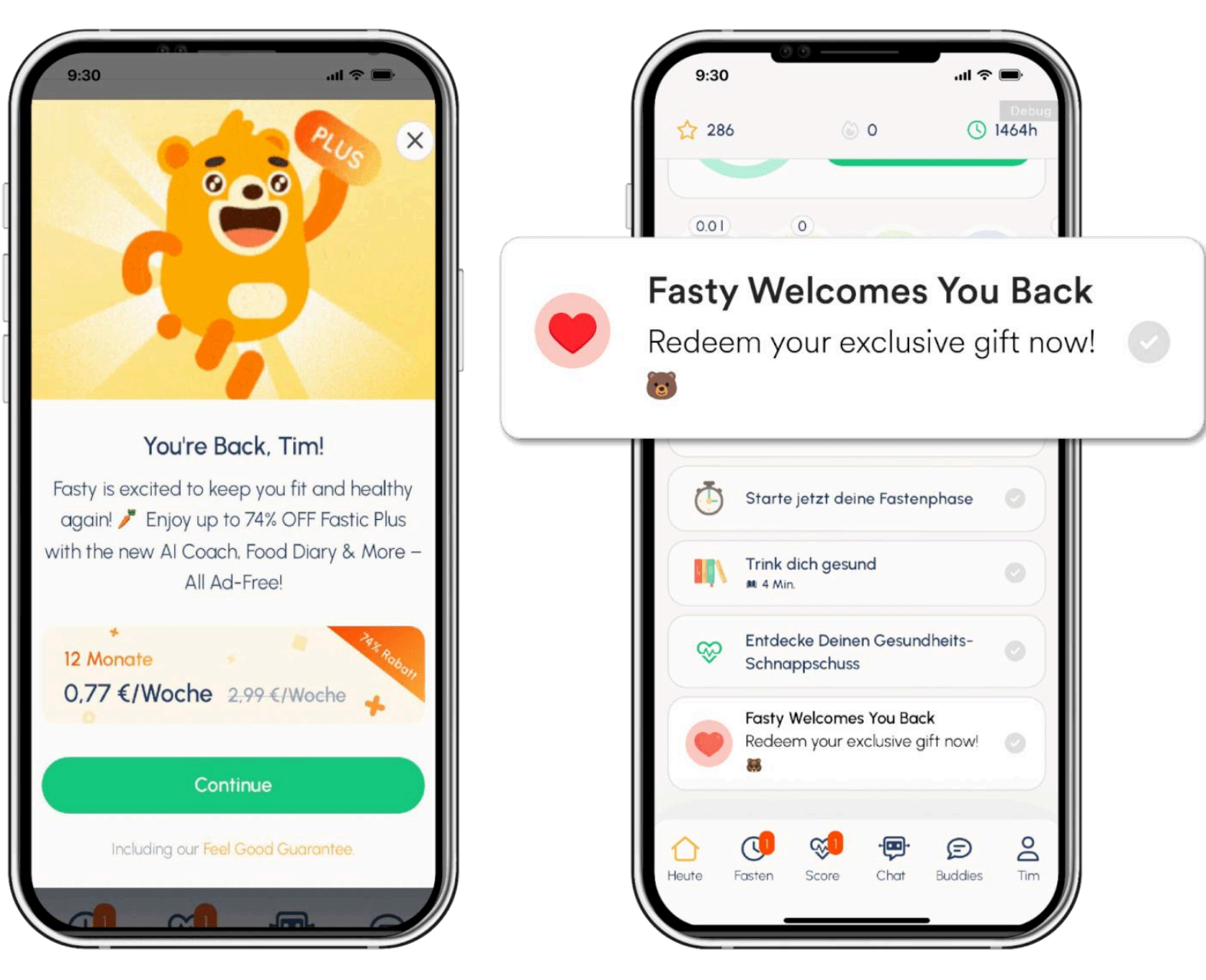
The Platform's Built-in Insight Layer Transforms How Brands Interact With and Engage Customers Across Every Touchpoint

Previously, Fastic was using a Customer Engagement Platform (CEP) which didn't have analytics built into its platform, meaning it lacked a 360-degree view of its users. This limited Fastic's engagement and personalization capabilities, leaving it unable to convert engagement and revenue opportunities. Partnering with MoEngage, its new CEP, analytics are built in and they can easily see customer journeys within the reporting dashboard, which has enabled them to bring in greater levels of personalization within the customer journey. MoEngage's insight-led CEP transforms how brands interact and engage customers across every touchpoint. It helps customer-obsessed marketers join the dots between mobile, SMS and email through data, serving customer insights that improve engagement, retention and CLV, whilst growing ROI and reducing CAC. By building a unified customer view and delivering contextually relevant messages based on insights, MoEngage helped Fastic turn first-time browsers into buyers and repeat customers into brand advocates.
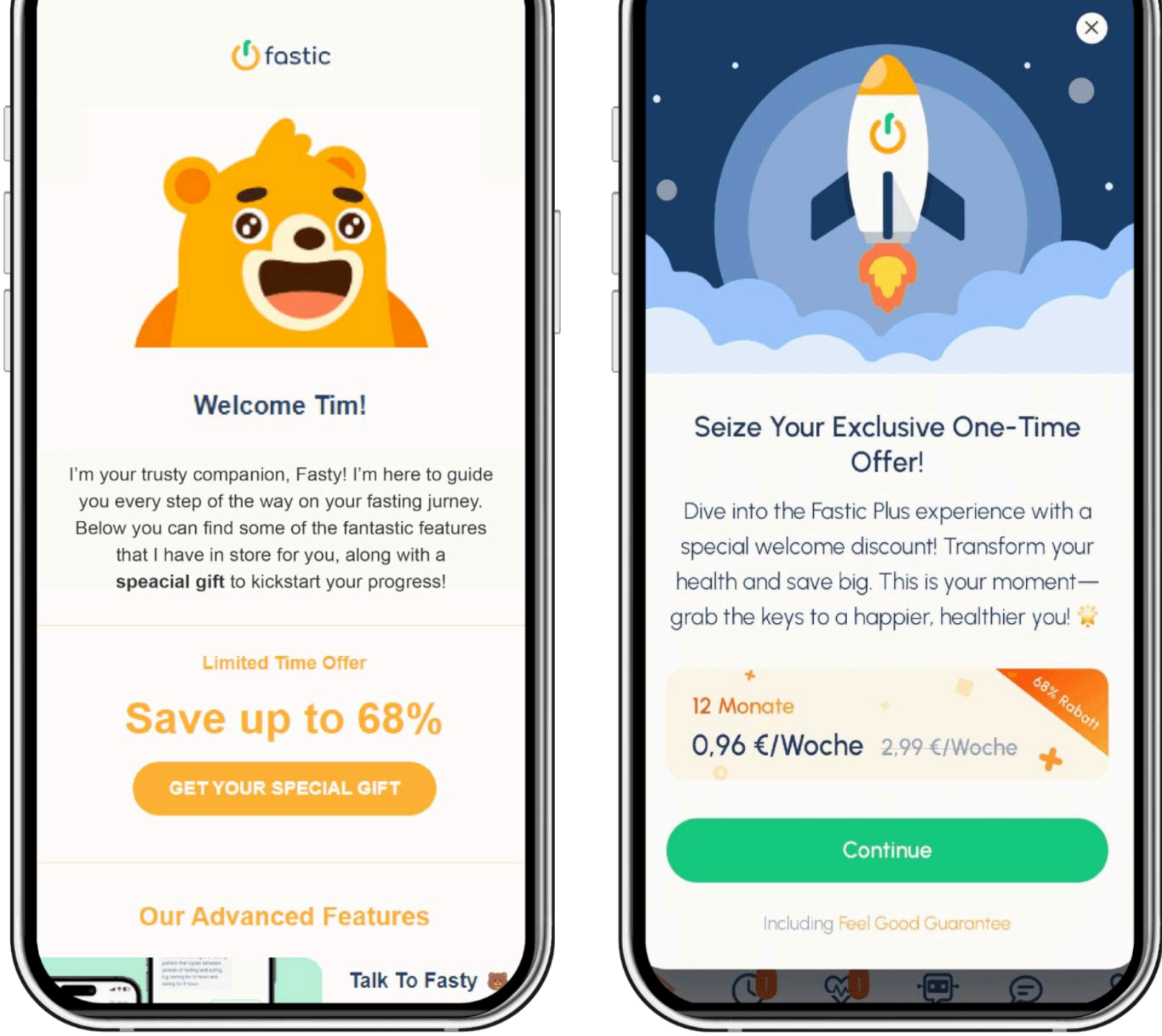
Products Used

Customer Insights & Analytics
Create omnichannel, personalized experiences using AI-powered insights and analytics.

Customer Journey Orchestration
Create unique, seamless experiences at every stage of your customer's journey.

Email Builder
Create out-of-the-box, personalized emails that convert, with fastest and easiest email builder.

Merlin AI
Optimize campaigns and drive high ROI with Merlin AI.

MoEngage Analytics
Create omnichannel, personalized experiences using AI-powered analytics.

Speed of Migration & Impact Summary

- ☑ 3 weeks to migrate hundreds of campaigns and complex customer journey flows
- ☑ 35% increase in subscription purchases from disengaged app users
- ☑ 40% average email open rate from introductory and winback campaigns
- ☑ 1-2 hours saved daily from compiling and building reports

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.