

Gathern Sees a 240% Uplift in Bookings Using Flows and Smart Recommendations



240%

Increase in the number of bookings

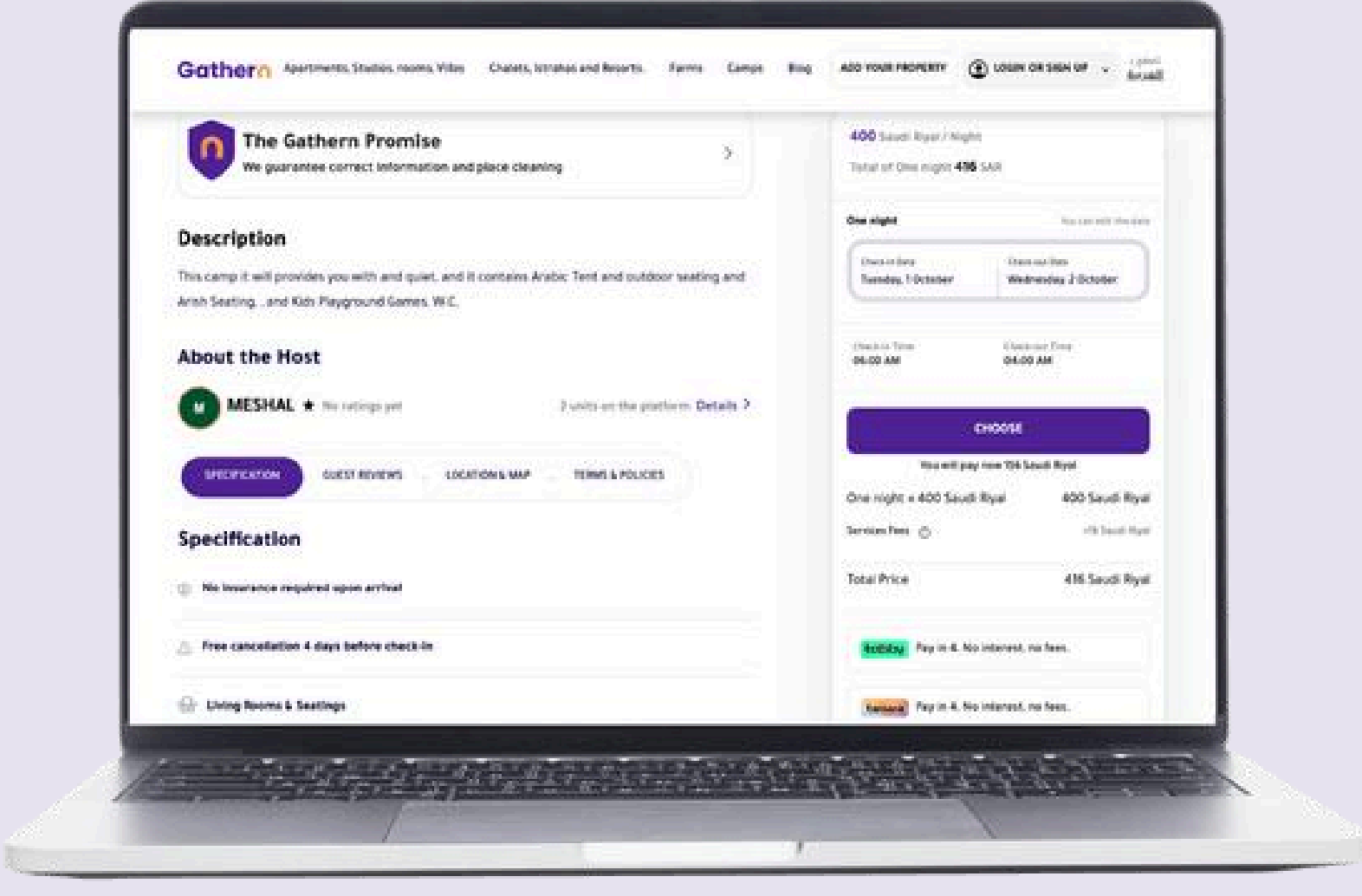
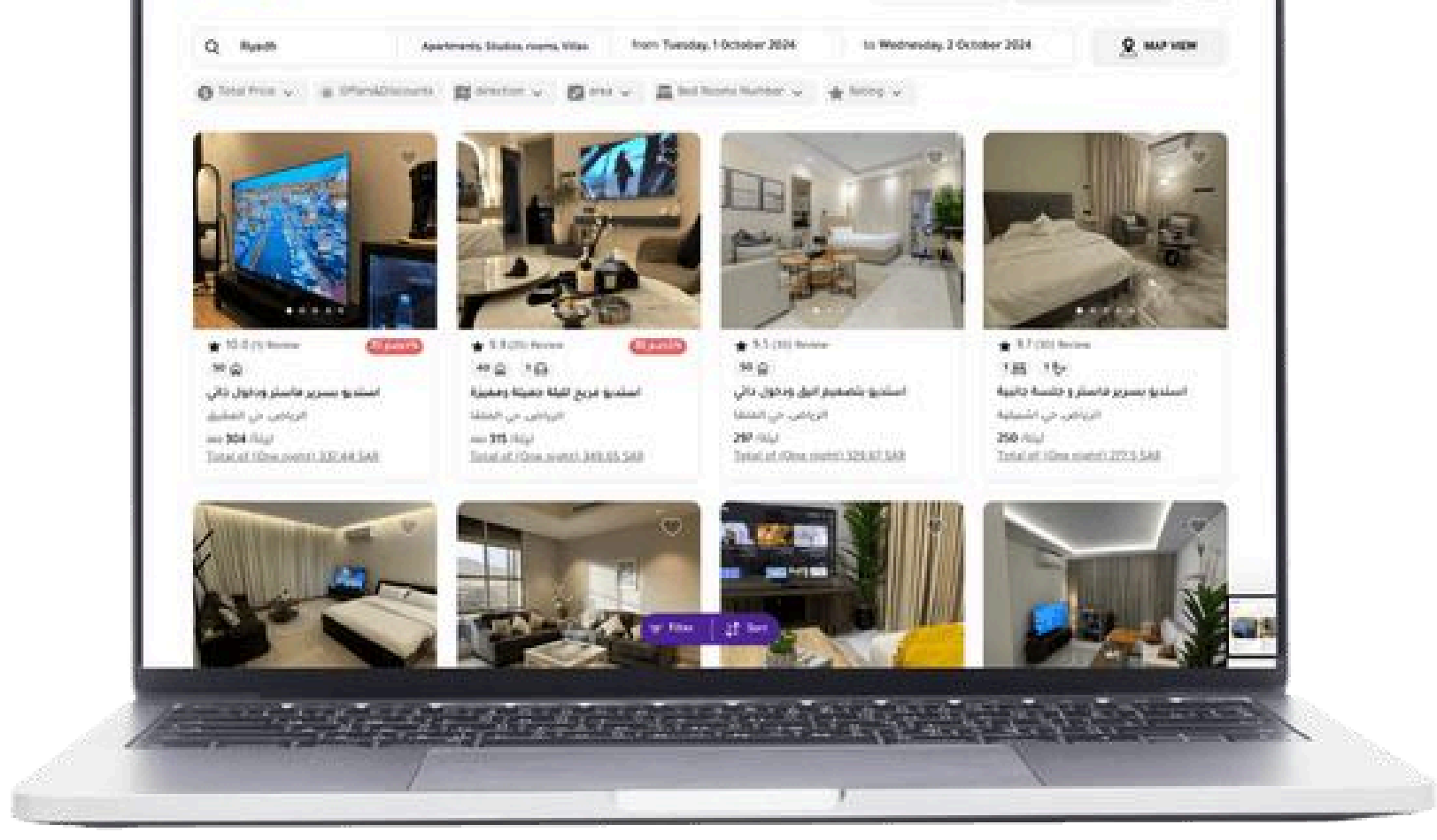
21.6%

Conversion rate for cart abandonment flows



ABOUT GATHERN

Gathern is a peer-to-peer (P2P) travel rental platform licensed by the tourism ministry. Gathern offers guests a variety of vacation rentals at the tap of a button and enables hosts to monetize & utilize their property all hassle-free.



Business Challenge

- Before partnering with MoEngage, the brand was already working with another engagement platform. However, they faced several issues with their previous platform:
1. Gathern was able to utilize the platform to the fullest potential but did not get constant support from the platform's end.
 2. The travel and hospitality brand was unable to customize its communication and many feature sets were limited to what was only present in the app, such as creative images for push notifications.
 3. Gathern was unable to drive actionable insights using the previous platform.



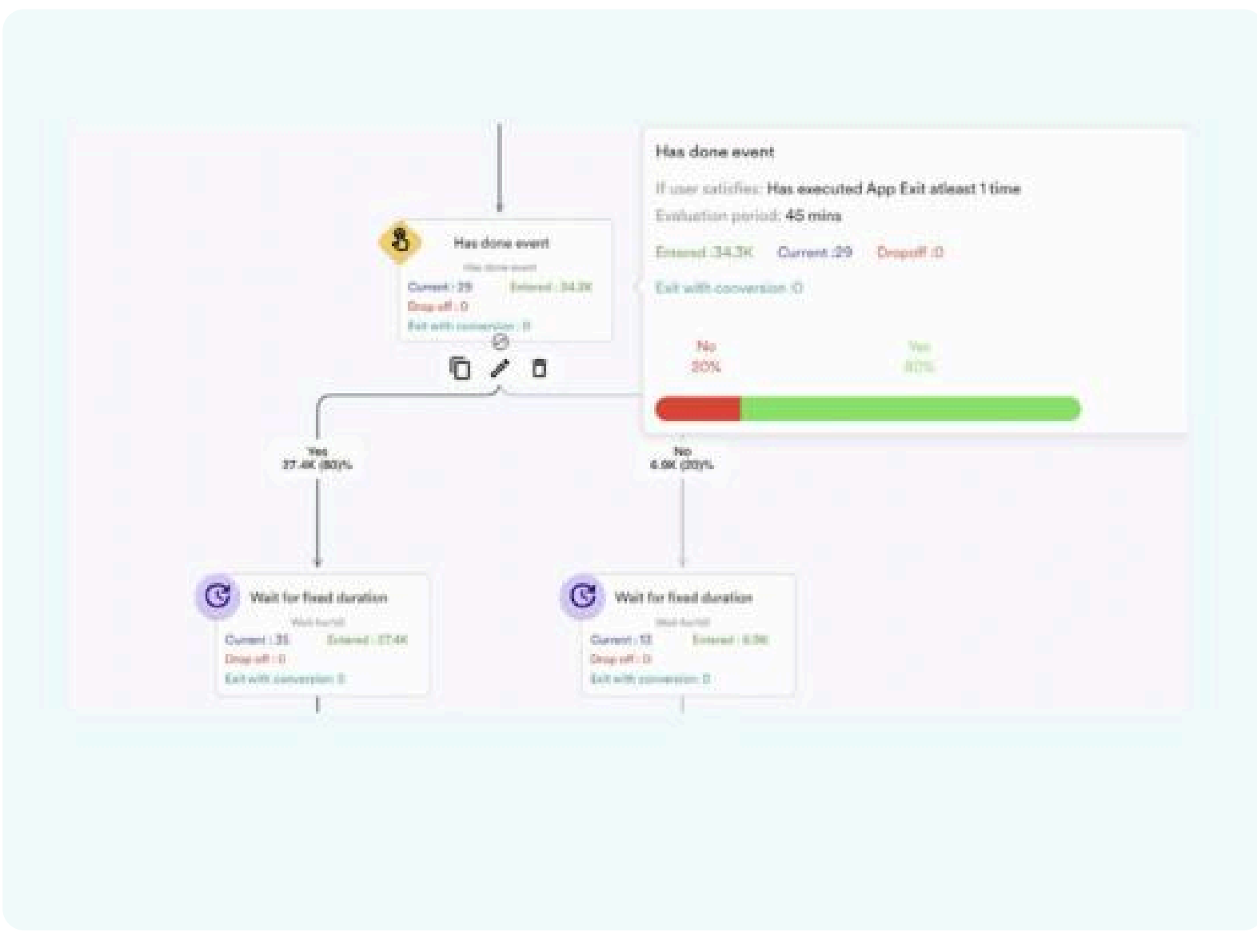
Before MoEngage, while we were communicating periodically with customers, however, the uniqueness of each communication was missing. With MoEngage, we have been able to use capabilities like JINJA templates to build curated communications leading to better engagement.



Hassan El-Tahan
Vice President of Growth, Gathern

Solution

The brand quickly onboarded MoEngage within a period of 8 weeks and was able to integrate MoEngage with other MARTECH platforms like mix panel and amplitude.



Building cross-channel flows to communicate periodically

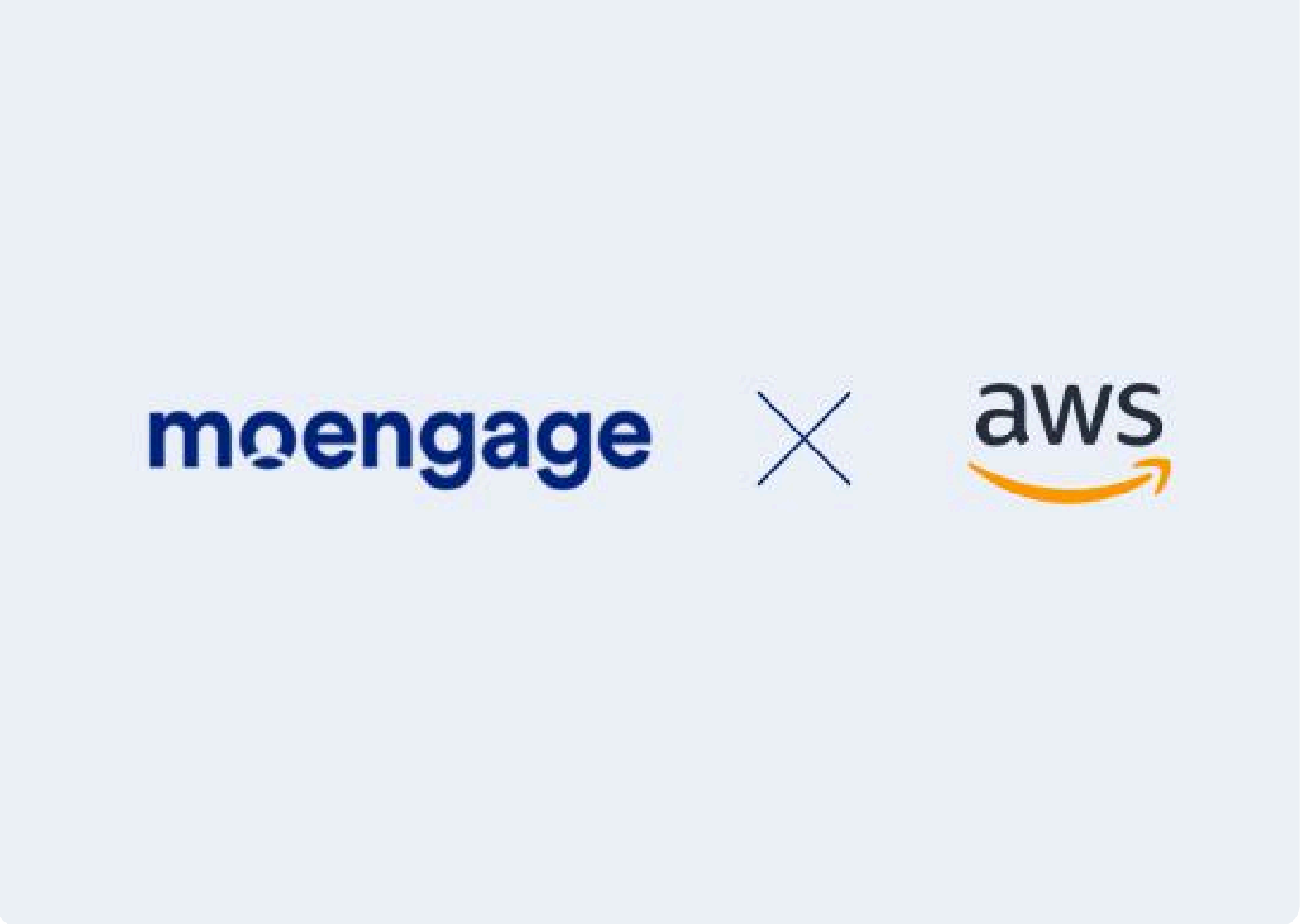
Since onboarding, Gathern has been actively using flows along with all channels but WhatsApp to communicate with customers regularly. As a matter of fact, currently, the brand has 50+ active flows.

One of the event-triggered flows was to reactivate old customers. So the brand created a segment for users who had previously done a booking but had not been active for the last 28 days.

They also used conditional split to base their communication on what exactly the user was looking at. As a result of such efforts, Gathern witnessed a conversion rate of 10.6%.

Delivering Real-time Customer Engagement

MoEngage harnesses AWS's powerful infrastructure for its real-time engagement platform, ensuring 99.99% uptime and scalability. This partnership caters to over 1,350 clients, managing billions of profiles and messages daily, highlighting the reliability and global reach of MoEngage with AWS.



Products Used

- 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.
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.

Results

- With MoEngage, Gathern was able to:
- ✓ Increase the number of bookings by 240%
 - ✓ Increase DAU by 772%
 - ✓ Increase conversion rate for cart abandonment flows by 21.6%
 - ✓ Increase conversion rate for old customer flows by 10.6%

About MoEngage

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing 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.