

# JULO Speeds Up Strategy: Improves Time to Value (TTV) from Weeks to JUST 2 Days



3X

better onboarding comms effectiveness over the year

2X

growth in registrations over Fintech benchmarks

3X

increase in overall transactions

13%

conversion for retention



## ABOUT JULO

JULO is a financial technology company in Indonesia trying to empower millions of Indonesians with access to easy digital credit.

JULO hit operating profit breakeven in December 2023. It also recorded a 73% increase in revenue for the 2023 financial year and an annual recurring revenue of over US\$120 million.



Financial Services

2 Million+ Customers

JULO

Woman speaking

**< 10%**  
of Indonesians have access to credit cards.

## Identifying a Gap in the Market

JULO kept high standards for its growth goals and observed an opportunity in being the herald for financial credit education in Indonesia.

With credit card penetration below 10% in the country, JULO aimed to strengthen itself as the go-to platform for financial credit literacy. Upon educating its potential customers, they also aimed to offer these customers virtual credit cards for seamless cash and non-cash transactions.



MoEngage is like **INDONESIAN SAMBAL!**

1. Sambal adds spice and flavor to dishes, while MoEngage enhances customer engagement in marketing strategies. 2. Sambal can be used in a variety of dishes, while MoEngage supports multiple channels of communication. 3. There are various versions of Sambal, which people can choose according to their likes - which is like MoEngage's personalization.



**Mikhal A.**  
Head of Marketing



When someone says 'MoEngage', I think: 1. Ease of use 2. Trust & security 3. Seamless customer journeys.



**Darwin Nursamsur**  
Senior Digital Marketing Manager



By executing personalized communications and also automating customer journeys using MoEngage, we were able to execute our end-to-end campaign processes in a timely manner - from a few weeks, to only a couple of days.



**Golda Christabel Hartawan**  
Digital Marketing Executive

## Aiming for Excellence in Customer Onboarding to Retention

JULO, in rapidly trying to improve its experience, wanted to identify more nuanced pain points and interests of its customers. The team realized that they needed to focus on efficiency and effectiveness while building engaging customer journeys.

So JULO decided that rather than building an engagement platform from scratch, they wanted to rely on marketing automation experts who had a proven track record with leading financial brands in Indonesia and the rest of the world.

**70%**  
of potential loan applicants drop off due to time-consuming manual processes.

**5-10%**  
increase in Daily Active Customers (DAUs).

**3x**  
better onboarding comms effectiveness over the year.

## JULO & MoEngage - A Financial Power Move

After evaluating multiple vendors and platforms, JULO decided that upgrading to MoEngage as their engagement partner would be the best step forward to build and maintain a seamless and smooth customer-centric journey. Using MoEngage Flows, JULO was able to identify pain points in the customer onboarding process and make real-time optimizations.

As a result, JULO saw a 5-10% increase in Daily Active Users, proving the impact of data-driven decision-making. MoEngage's ease of use, real-time insights, and ability to manage multiple communication channels have enabled JULO to continuously optimize customer interactions, making them a trusted partner in JULO's growth.

One of JULO's key challenges was retaining customers and preventing drop-offs during the loan application. With MoEngage's advanced audience segmentation and automated flows, JULO could now engage and convert customers who had dropped off.

The Result? JULO observed conversion rates of 13% on their retention campaigns.

## From Weeks to 2 Days - JULO Speeds Up Strategy

One key metric for JULO's success is the Time to Value (TTV)—how long it takes them to recognize the value of MoEngage's features. Partnering with the enterprise-ready customer engagement platform for marketing automation and real-time insights, JULO has managed to significantly optimize efficiency.

Campaigns that used to take several weeks to set up and execute could now be done in just a few days! This allowed JULO to deliver credit access to customers faster than ever before. Moreover, this also affected other impact metrics positively as speed and agility is crucial in the Financial Services industry.

This swift turnaround time is in a competitive markets like Indonesia, where quick access to financial services can make all the difference for customers.

**Time taken from Campaign Setup to Go-Live (TTV)**

THEN: **Weeks**

NOW: **2 Days**

## 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.

## The Results

Using MoEngage was able to unify their data silos and automate their processes and observed:

- ✓ Significant improvement in TTV from **Weeks to 2 Days**
- ✓ **3x** boost in overall transactions
- ✓ **3x** better onboarding comms effectiveness over the year
- ✓ **2x** growth in Registrations over
- ✓ **13%** conversion rate on automating the customer journey to retain dormant and churned customers

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