

# How KUPU Reduced Critical Alert Go-Live Time By 96% with MoEngage Inform



+25%

Retention

+76%

Engagement



ABOUT KUPU

KUPU is a leader in the classifieds sector of Southeast Asia, known for their innovative job portal app. It serves as a two-way marketplace tailored for the blue- and white-collar workforce.

KUPU connects job recruiters and candidates, streamlining the employment process for both parties. The app is primarily geared toward candidates aged 18-30 from big city areas around Jakarta, across labor-centric industries.



## Breaking Through the Manual Bottleneck for Scalability

The marketing team spent a lot of manual effort and time sending out customer communications. The team decided it was time to automate manual efforts so that their valuable time was freed up to tackle strategic challenges. They also knew they needed customer data and analytics across promotional and transactional messaging to be available in a unified platform.



The integration with MoEngage Inform was super fast, and we found the platform easy to set up and use. We've seen a 96% reduction in the go-live time, and our bandwidth is freed up for challenges that matter.



**Maria Adela Chandra**  
Director, Digital Marketing, KUPU



MoEngage Inform helped us automate our Transactional Messaging, allowing us to focus on both sides of the two-way marketplace, which we were unable to do before. We are now able to deploy customer-centric experiences to all our key stakeholders.



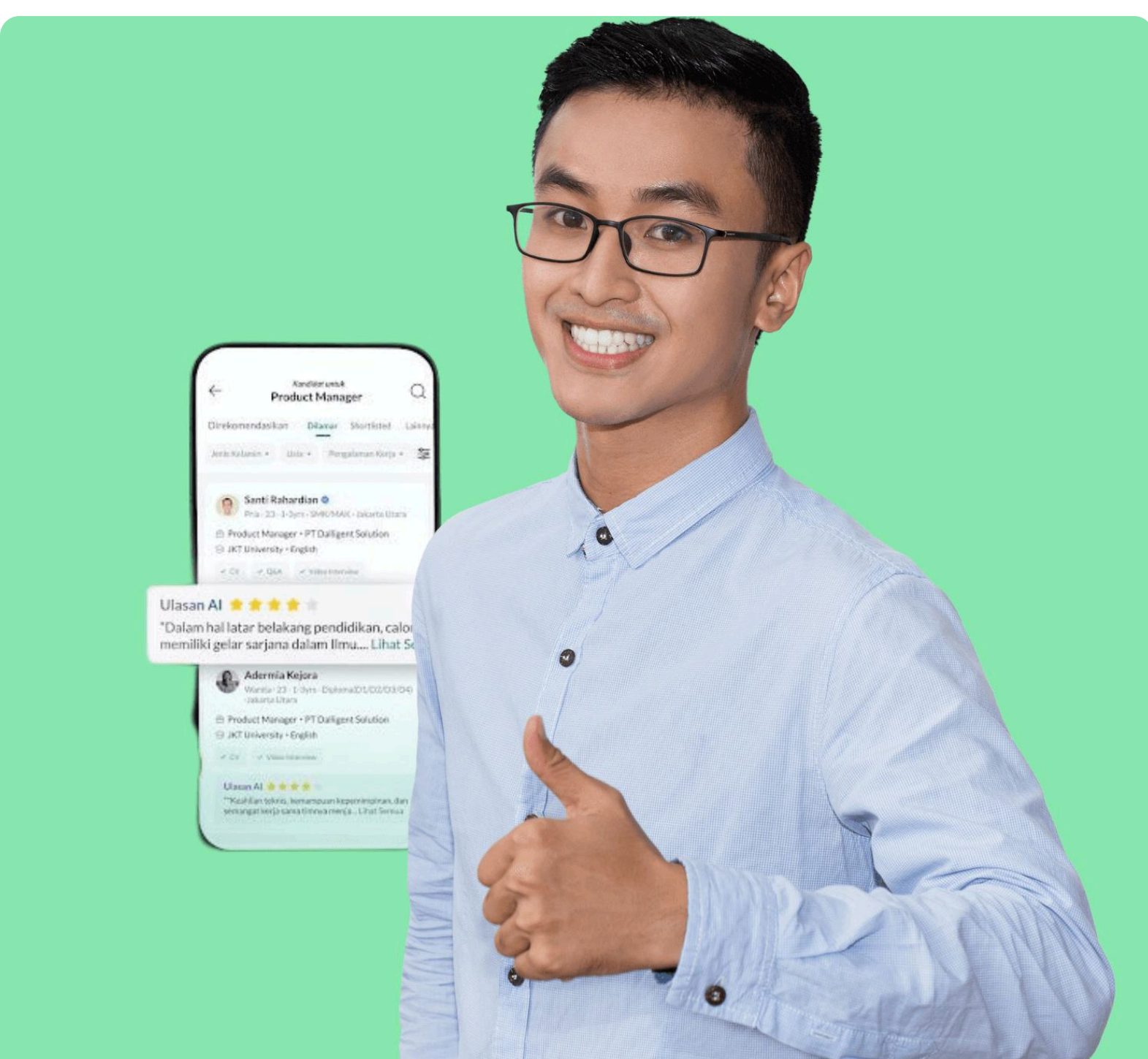
**Kelly Yovita**  
Digital Marketing Specialist, KUPU

## MoEngage Inform Freed Up Bandwidth For Critical Tasks...

MoEngage Inform empowered KUPU to intensify focus on engagement and retention across both sides of their marketplace.

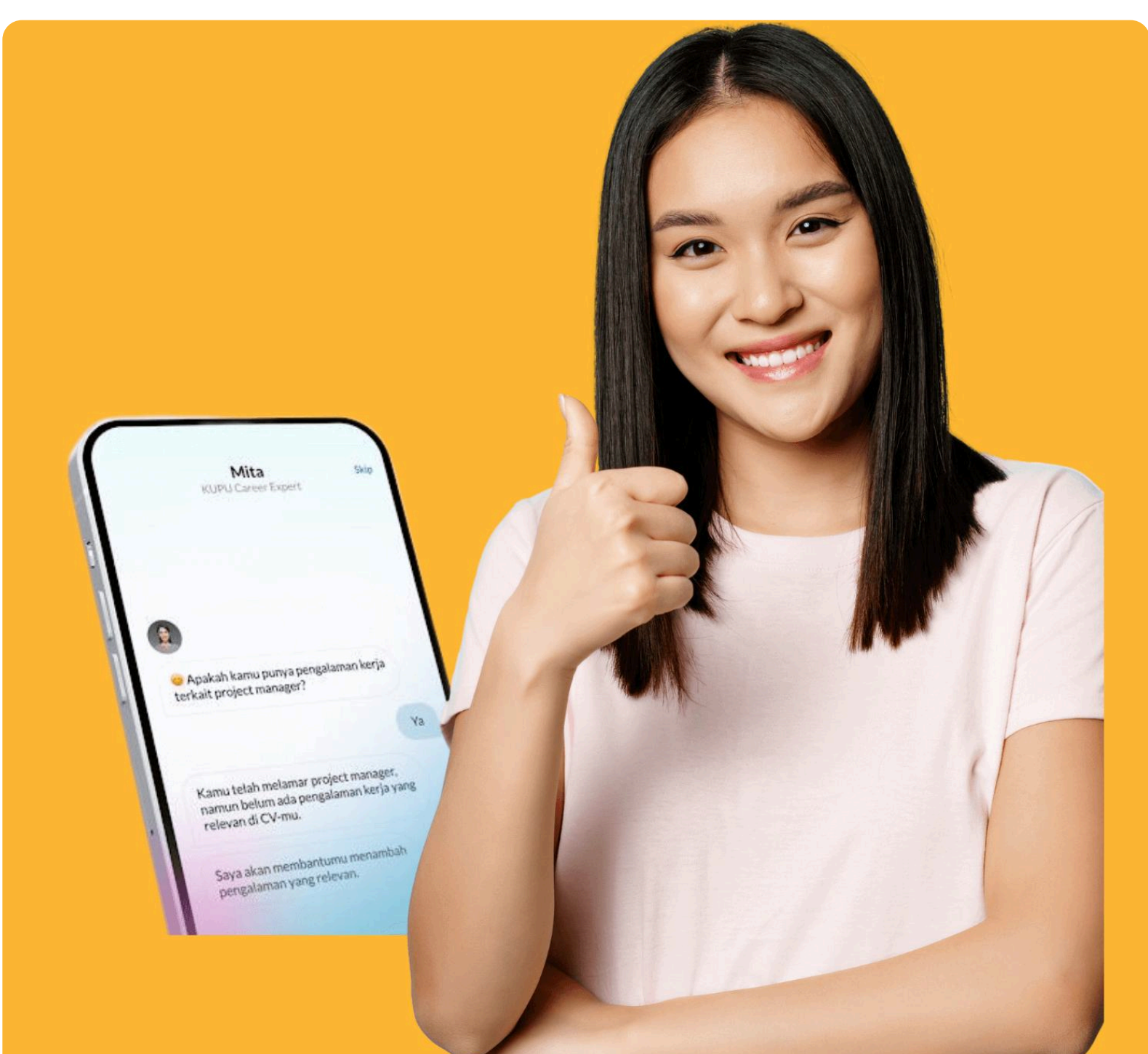
The team leverages unified Transactional Messaging to send out emails like:

- 1. Reminder emails for candidates on existing job vacancies matching their journey
- 2. Trigger-based, personalized emails to candidates browsing through the app
- 3. New opportunity alerts for recruiters



## ...And Reduced Go-Live Time by 96%!

The team leveraged MoEngage to reduce critical alert go-live time from 1-2 hours daily to just minutes.



## Products Used

**MoEngage Inform**  
Manage and scale [Transactional Messaging](#) efforts with minimal developer dependencies.

## What Results Did KUPU See With MoEngage?

- ✓ 25% higher customer stickiness, creating a healthier relationship within the two-way marketplace.
- ✓ 76% higher engagement across email campaigns sent with MoEngage Inform.
- ✓ A unified platform with centralized customer data, easy analytics, and zero data discrepancies.
- ✓ Go-live time reduced by 96%.

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