moengage

Mamikos witnesses 31% Higher Click Through Rates with Mobile Push Notification Templates
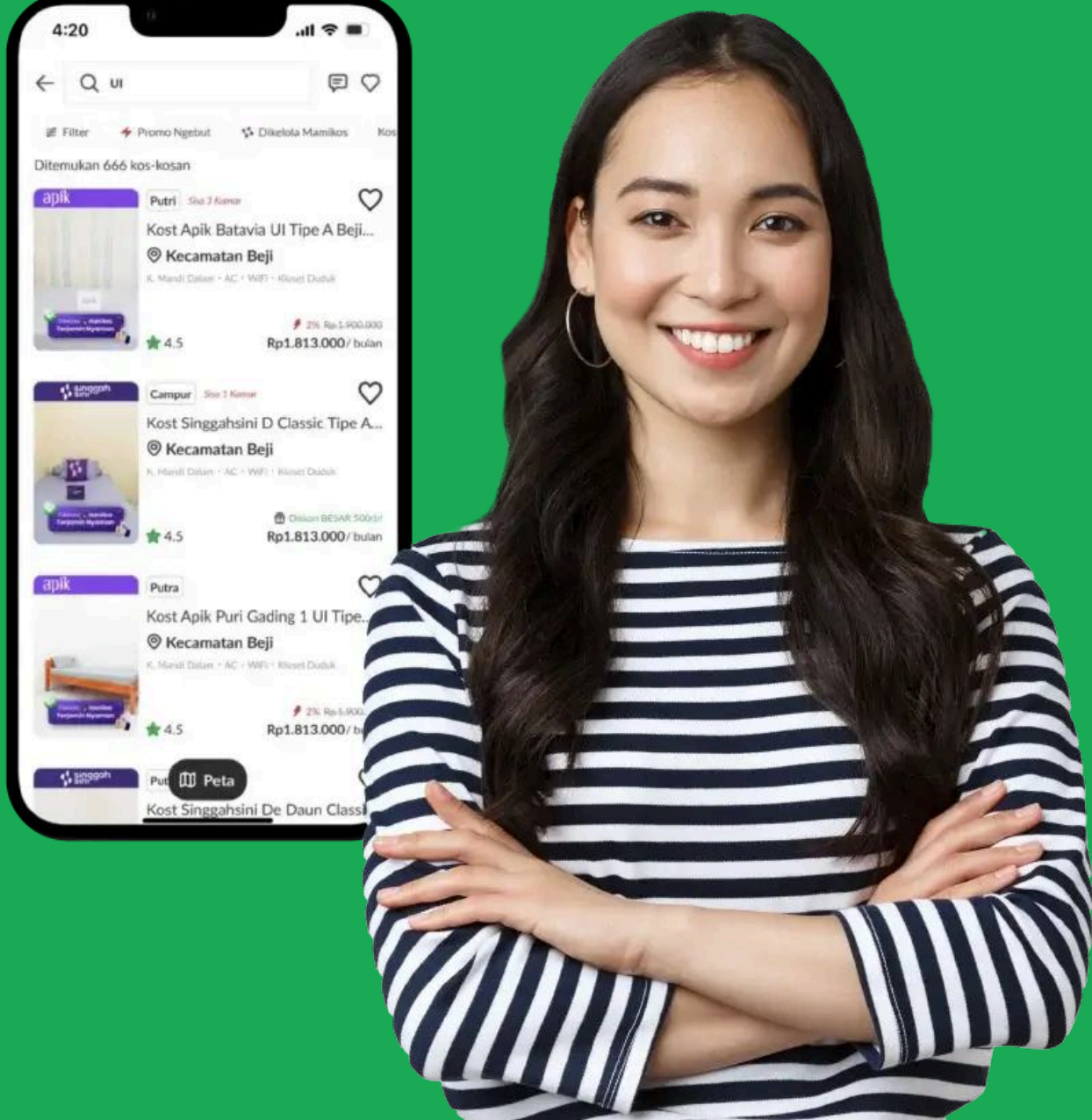
31%	**35%**
Higher Push Notification CTR	More Booking Confirmations

mamikos

ABOUT MAMIKOS

Mamikos makes finding & booking long-stay accommodations easy & safe for its users. Over 2 million users use the Mamikos app to check out accommodations, view photos, contact owners, complete bookings, and even pay their rent & bills. Mamikos also provides services for property owners who need help managing their property.

The Problem

Connecting accommodation seekers with owners (high occupancy with a high average length of stay) is critical to Mamikos' success as a hospitality app. To do this, the brand relies heavily on Push Notifications. Notification alerts for activities like accommodation availability status, changes in rent, accommodations recommendations, owner messages, etc., form the backbone of Mamikos's engagement strategy. But, in a world where users' devices are crowded with multiple notifications, how can businesses achieve higher engagement for their notifications? Mamikos was on the lookout for new ways or practices they could apply to make their notifications stand out and improve their campaigns' performances.

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> By using Push Templates, our Push Notifications are far more interesting since we can customize the background and font colors to stand out from other apps' Push Notifications. This, of course, helps increase the CTRs.
>
> **Jonathan Gozali**
> Digital Marketing Manager

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> When you want to uplift engagement with least effort from the development team, MoEngage Push Template is the answer.
>
> **Shavira Adeva**
> Associate Product Manager

MoEngage Solution

Push Templates by MoEngage help marketers craft & deploy beautiful-looking notifications within minutes with zero code—to stand out & grab users' attention. By simply selecting a template, and with the help of a WYSIWYG editor, marketers can customize notification elements, like changing the background and font colors, applying text styles, adding carousels and action buttons, etc., to make the notification attractive enough to catch the user's attention in the overcrowded notification tray.
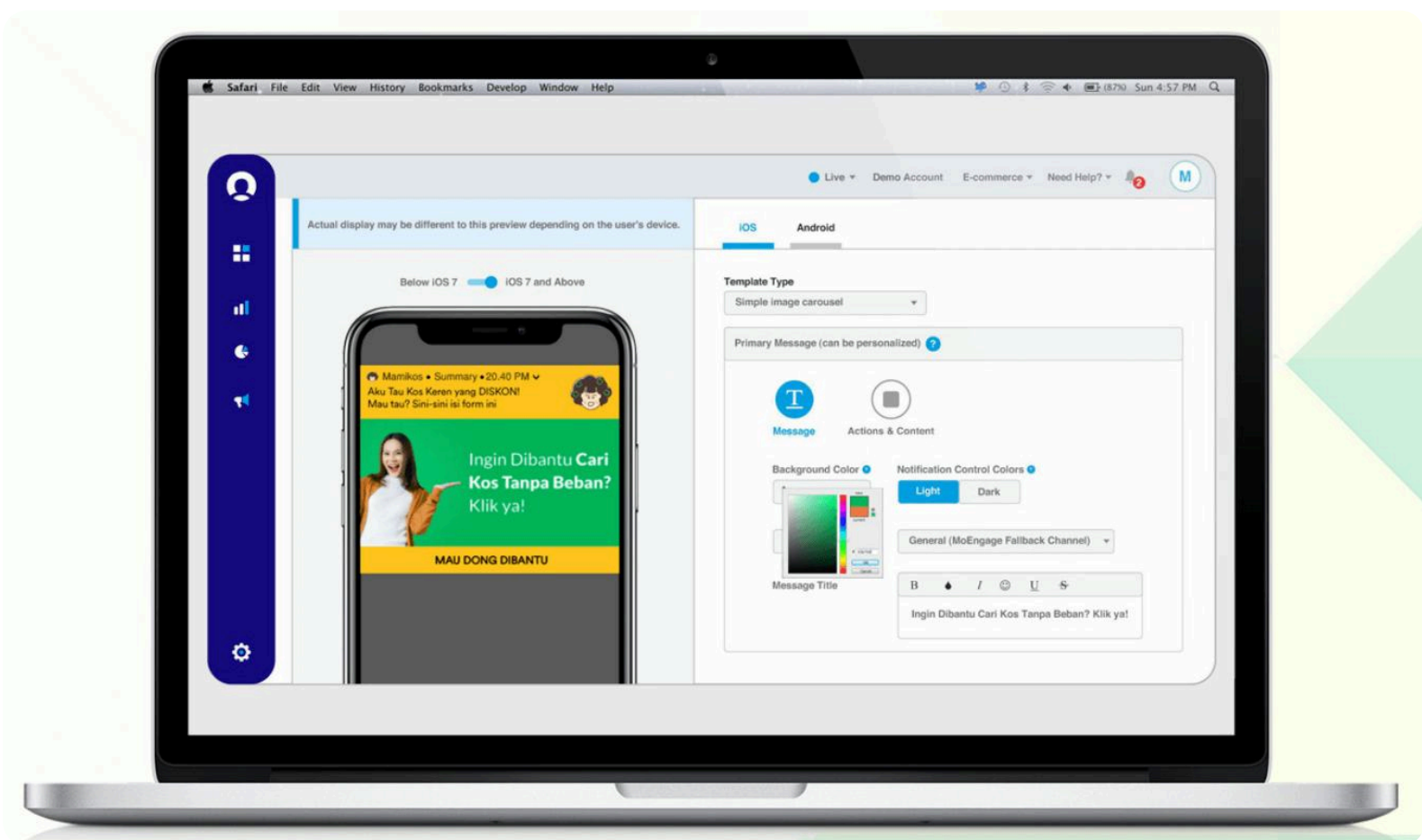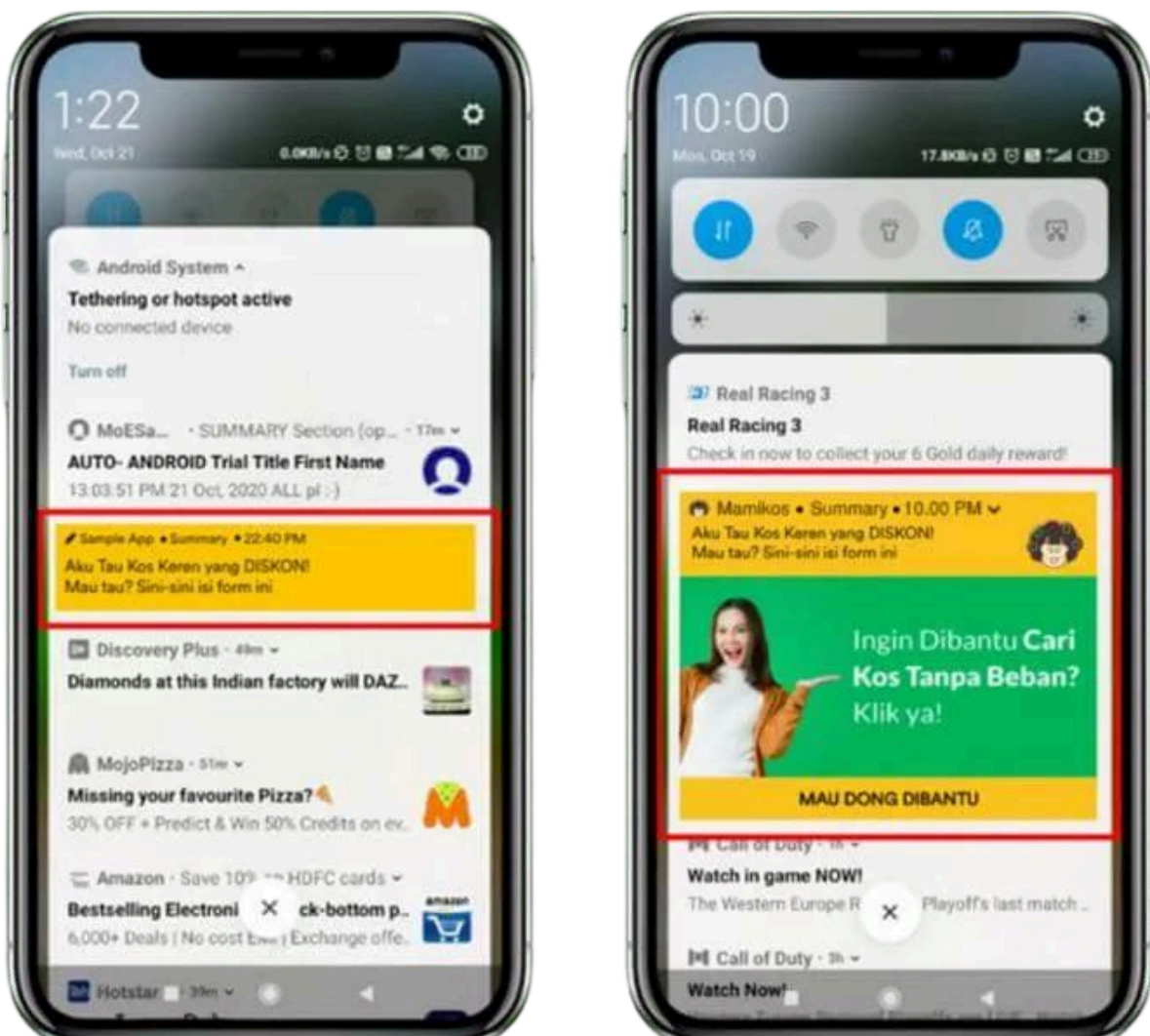
Push Templates for Mamikos

Push Templates seemed to be the pertinent remedy to tackle Mamikos' notification struggles, and the team was keen on trying it out. The Mamikos team created 'template' notifications by stylizing the background, text color, font effects, etc. To test the new approach & evaluate its efficacy accurately, they used the A/B test feature of MoEngage to send the Stylized Push Notification to one set of users, and the Generic Push Notification to another set in the same segment. The results were simply astounding, and the team had finally made a breakthrough.

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

Notification alerts for booking activities, such as availability, rent changes, and more, formed the backbone of Mamikos's engagement. With their success heavily reliant on push, the team leveraged MoEngage's Push Templates to make their notifications stand out.

Using MoEngage's A/B test feature, the team tested the efficacy of this approach by sending the stylized push notification to one set of customers and the generic push notification to another set in the same segment. This resulted in higher engagement, increased CTRs, more app opens, and more bookings.

- 31% boost in Push Notifications CTR
- 35% increase in booking completions

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.