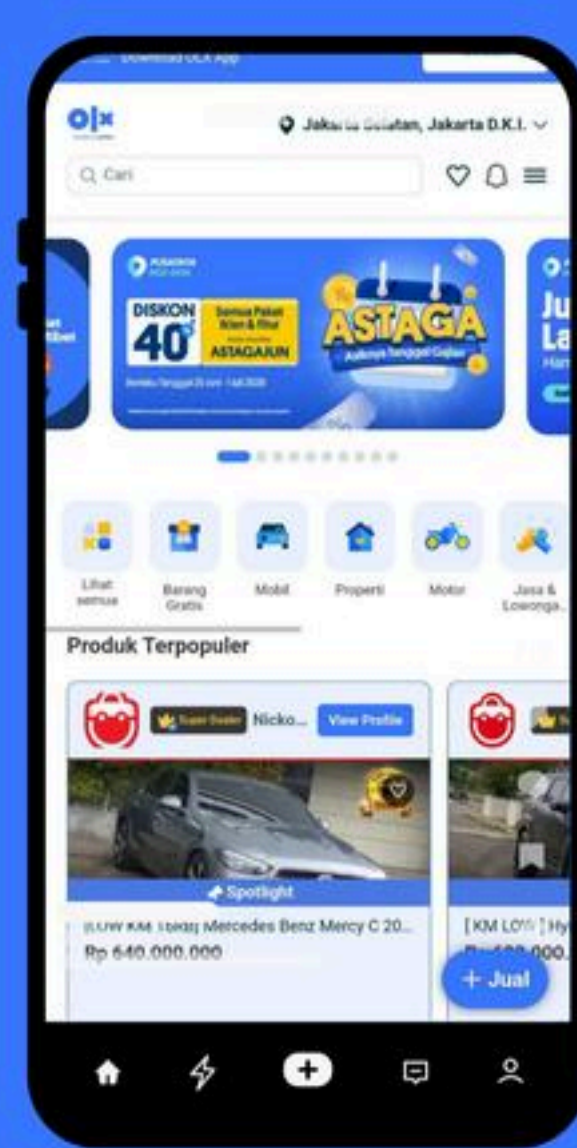


# How OLX Slashed MarTech Costs by 60% and Doubled Lead Conversions with MoEngage



**60%**

Reduction in Total MarTech Cost

**2X**

Uplift in Lead Conversions

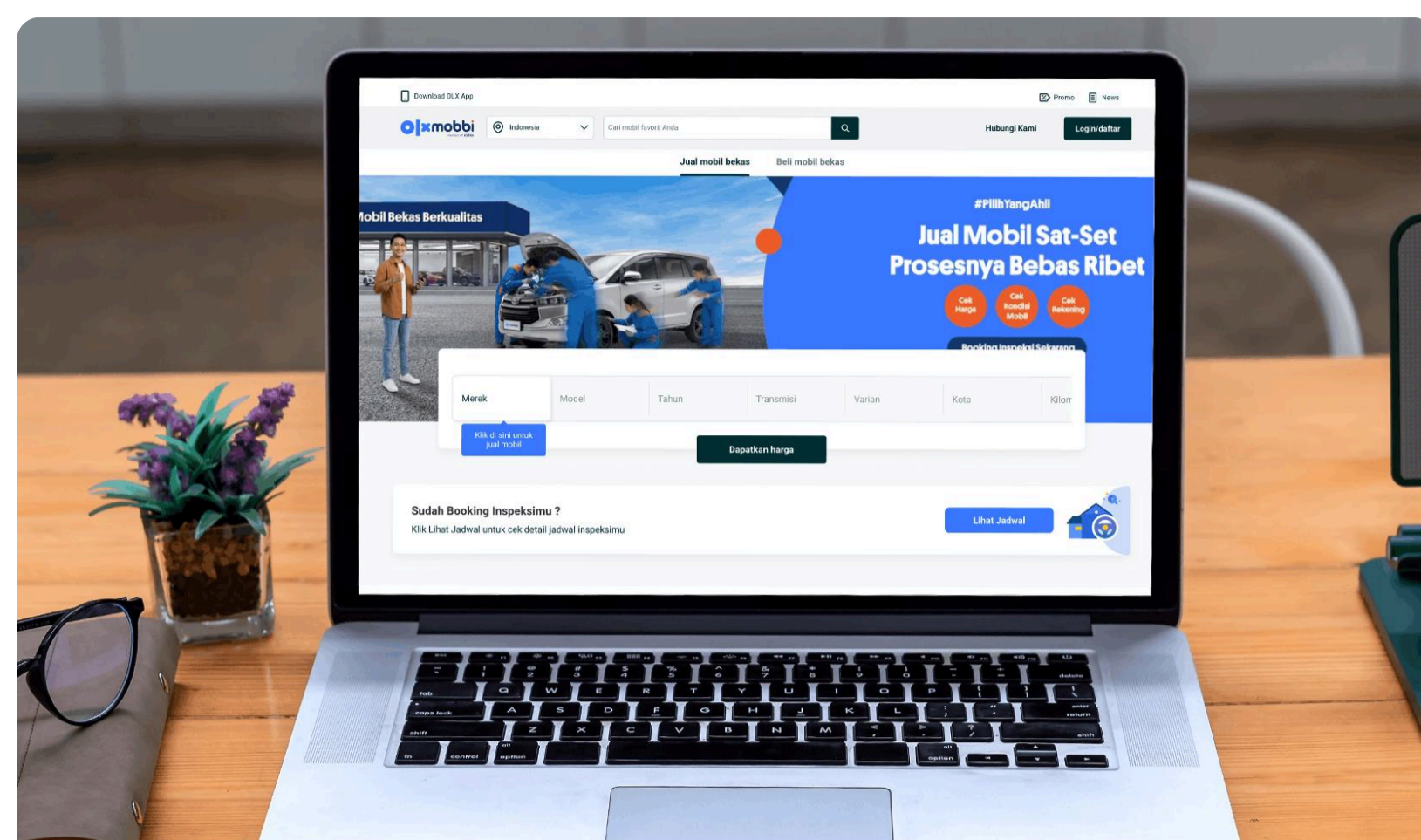
**35%**

Monthly Active Users managed via a single unified platform



## ABOUT OLX

OLX.co.id is a digital classifieds platform in Indonesia with more than 7.6 million active users per month. OLX.co.id serves as a platform for sellers to post ads and quickly sell their items while also providing buyers with a wide range of second-hand goods & services to meet their needs. Goods and services offered range from cars, motorcycles, gadgets and electronics, household items, property, services, job vacancies, and more.



## The Scenario:

Following its acquisition by Astra, OLX faced a massive operational bottleneck: channel fragmentation across 7.6M+ users. WhatsApp, SMS, and Push lived on isolated, non-communicative tools. This "scattered data" silo prevented the team from seeing the end-to-end user lifecycle, leading to redundant messaging that spiked communication costs and brand fatigue. Architecturally, the legacy stack could not handle multiple entry conditions or the "chained" omnichannel journeys required for car-buying. To unlock unified funnel tracking and sophisticated automation, OLX migrated its ecosystem to MoEngage.

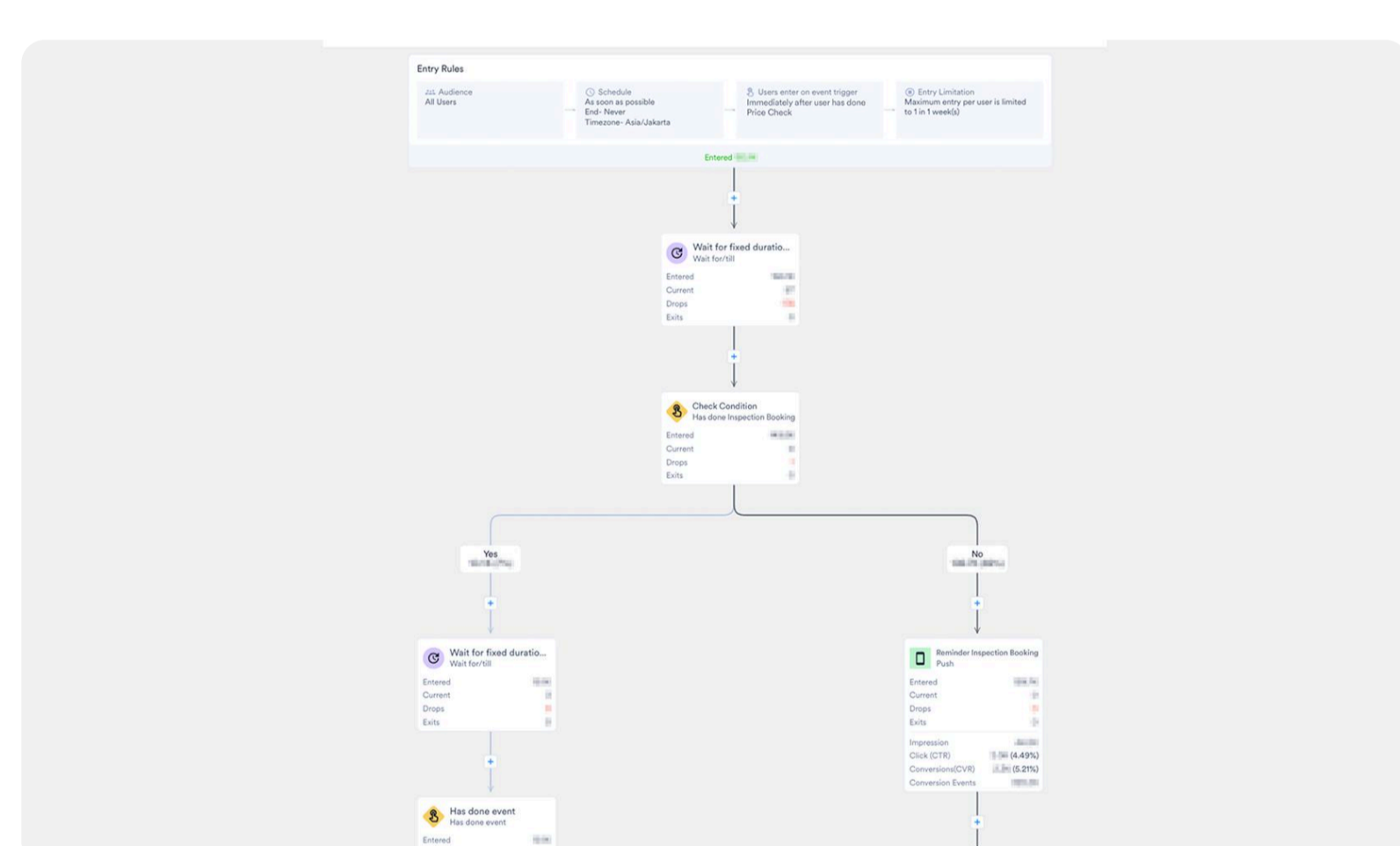
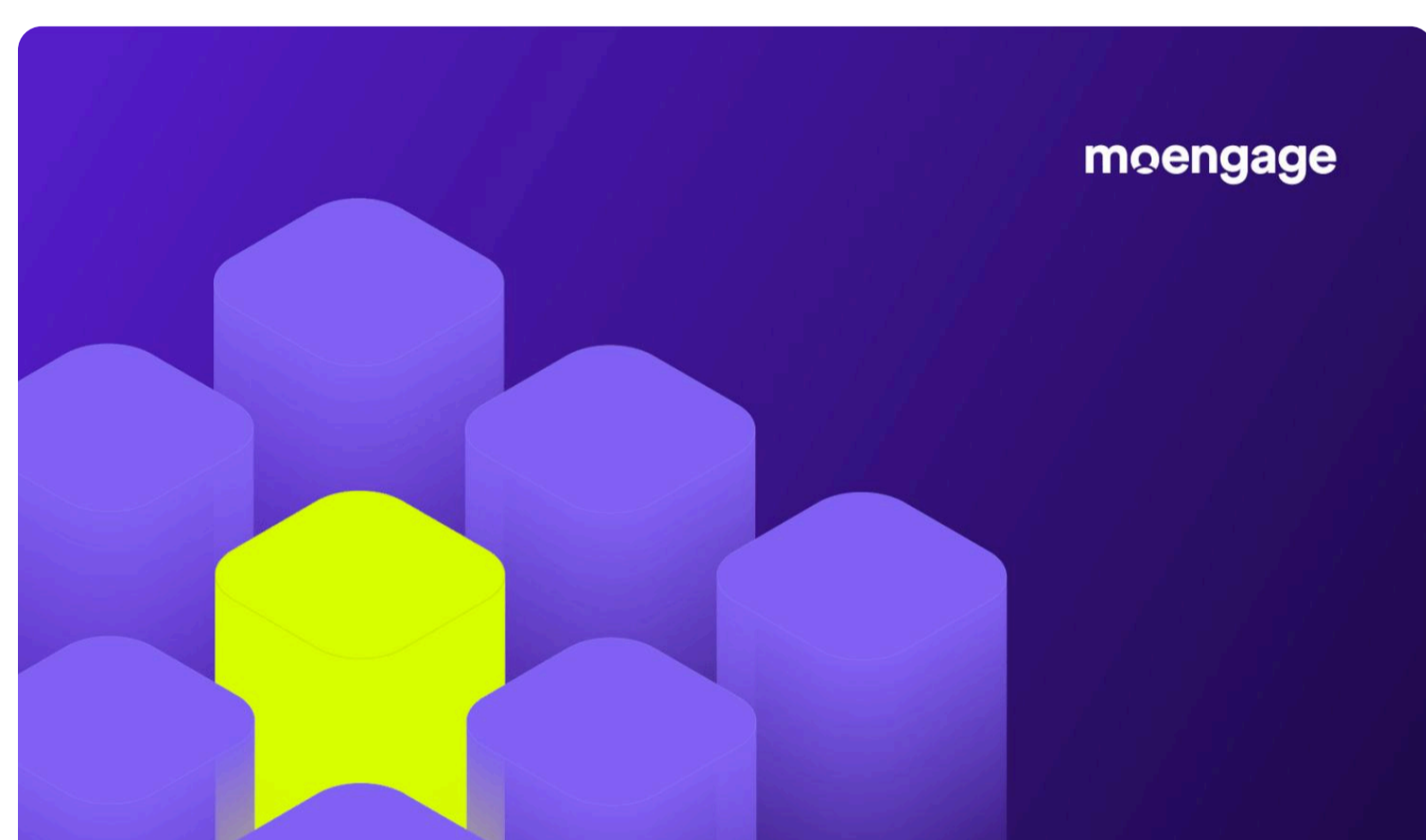


I would highly recommend MoEngage to other teams. It has significantly improved our campaign performance and overall metrics. We've gained substantial value from its features and insights, which have helped us better understand and engage our customers.

**Muhamad Zidane**  
CRM & MarTech Specialist

## Unifying the Tech Stack for 60% Cost Efficiency

By migrating from multiple disparate tools to MoEngage's single-platform solution, OLX eliminated overlapping subscriptions and redundant software. This consolidation allowed the team to manage over 7.6 million users with a lean crew of just three people, resulting in a staggering 60% reduction in the MarTech budget compared to 2023.

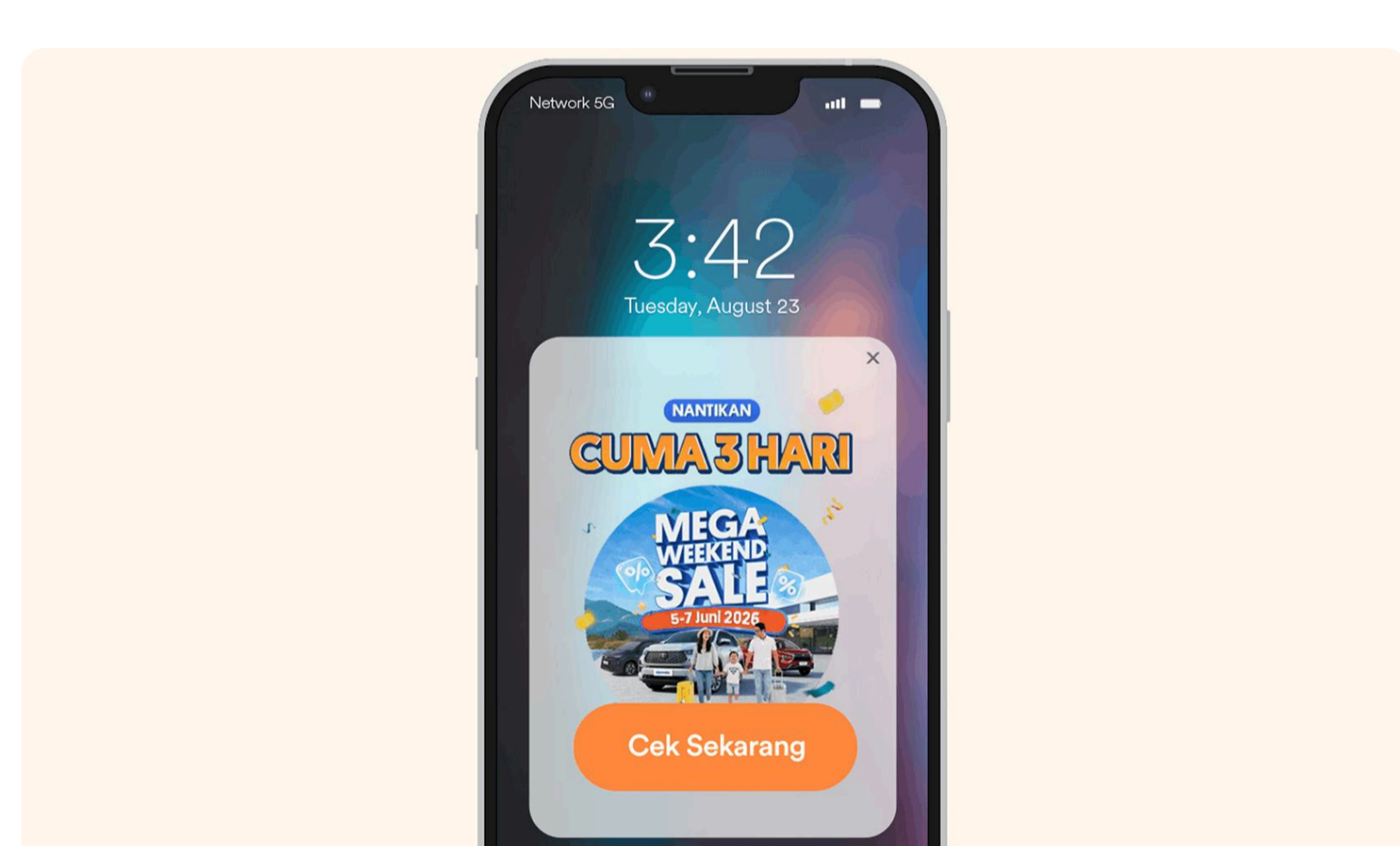
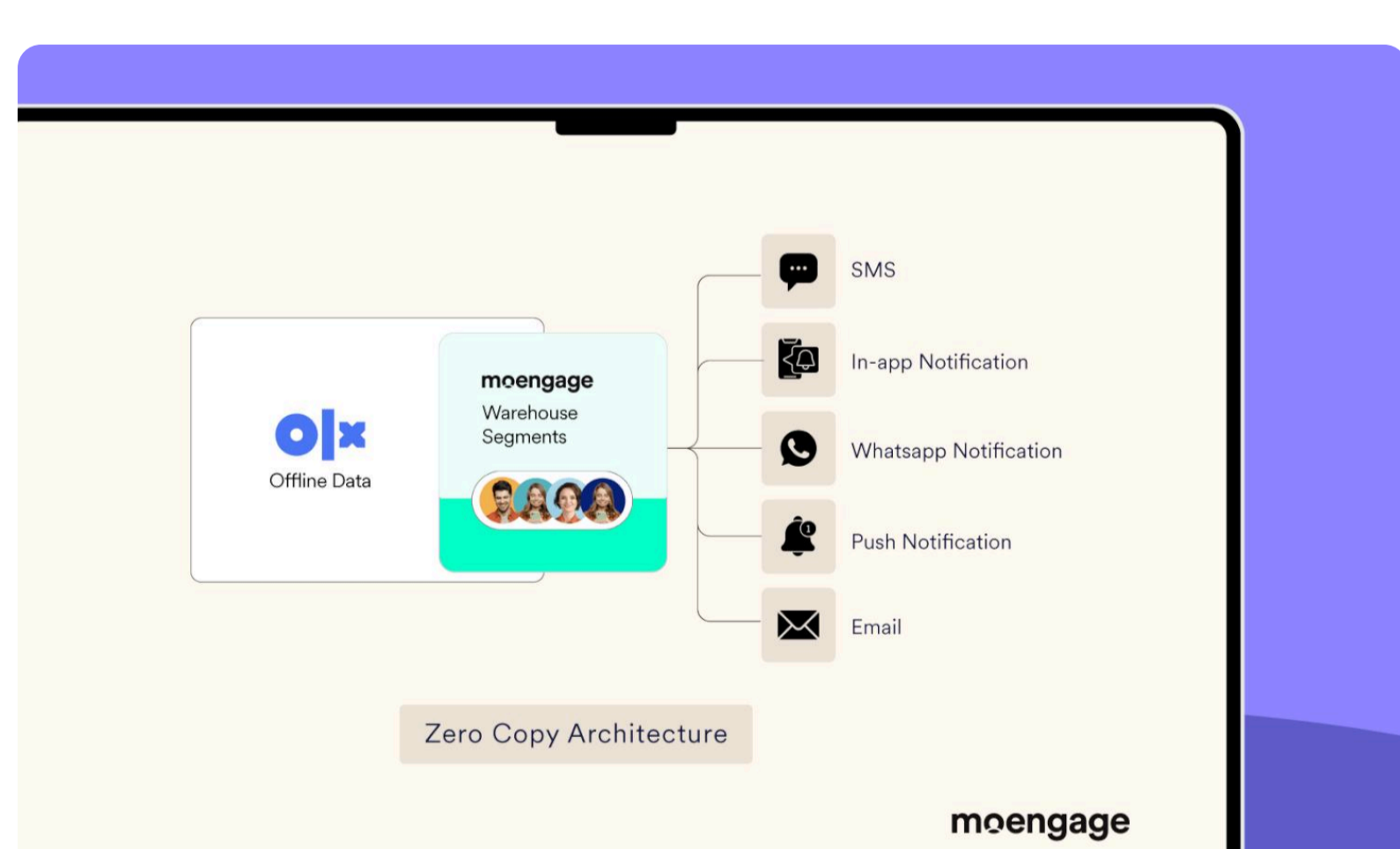


## Driving High-Value Leads via Campaign Flows

OLX leveraged Campaign Flows to personalize communication based on RFM (Recency, Frequency, Monetary) segmentation and real-time user behavior. By automating the journey from a "Price Check" to an "Inspection Booking," OLX doubled its lead conversion rate. The automation ensures that if a user drops off, they are nudged via the most effective channel, typically Push Notifications or Pop-up Banners, at the exact moment they are most likely to convert.

## Optimizing the Online-to-Offline (O2O) Experience

A critical goal for OLXmobbi was connecting digital signals to physical car sales. MoEngage is integrated with OLXmobbi's internal offline software, allowing the CRM team to receive signals when a customer visits a physical dealer. This triggers automated, relevant follow-ups or post-purchase surveys, ensuring the brand remains present throughout the high-consideration car-buying journey.



## Empowering Marketing Agility with In-App Features

Previously, updating carousel banners or pop-up notices required 1 to 2 days of back-end development. By using MoEngage to manage content directly, the CRM team can now deploy pop-up banners instantly. This shift not only reduced the burden on the technical team but also generated significantly higher Click-Through Rates (CTR).

## Products Used

- In-app Messaging**  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Omnichannel Flows**  
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).

## Results

- ✓ **Massive Cost Optimization:** Slashed the overall Marketing Technology budget by **60%** by consolidating redundant tools into a single, high-performance platform.
- ✓ **Doubled Lead Conversion:** Achieved a **2X uplift** in conversions from "Price Check" to "Inspection Booking" by automating behavioral triggers throughout the funnel.
- ✓ **Streamlined Operational Excellence:** Empowered a lean 3-person team to manage engagement for over **7.6 million** monthly active users with surgical precision.
- ✓ **Seamless O2O Synchronization:** Established a unified journey that connects real-time app behavior with physical dealership visits for a cohesive, high-trust car buying experience.

## About MoEngage

MoEngage is an agentic customer engagement platform trusted by 1,350+ global consumer brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, Domino's, The Indian Express, Nestle, OYO, Akasa Air, NDTV and more.

Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

To learn more, visit [www.moengage.com](http://www.moengage.com).