

OYO Boosts Push Notification Delivery by 44% Using MoEngage



44%

Increase in Delivery Rates for Xiaomi Devices

25%

Uplift in Overall Push Notification Campaign Delivery Rates

OYO

ABOUT OYO

Opening its doors in 2013, OYO Hotels and Homes, a young hotel startup, today is the world’s leading chain of hotels and homes. OYO today operates in over 800 cities in 80 countries, including the U.S., Europe, U.K., India, Middle East, Southeast Asia, and Japan.



The Problem

Oyo sent personalized hotel recommendations and price offers to customers through SMS, emails, and especially push notifications. However, OYO faced a characteristic problem. The delivery rate of Chinese OEMs such as MI devices was abysmally low. Considering that over 17-20% of OYO users used Xiaomi devices, OYO witnessed low delivery rates. It was less than 30% for active users. As the overall adoption of Xiaomi devices grew, OYO had to find ways to increase the delivery rate for Xiaomi devices.

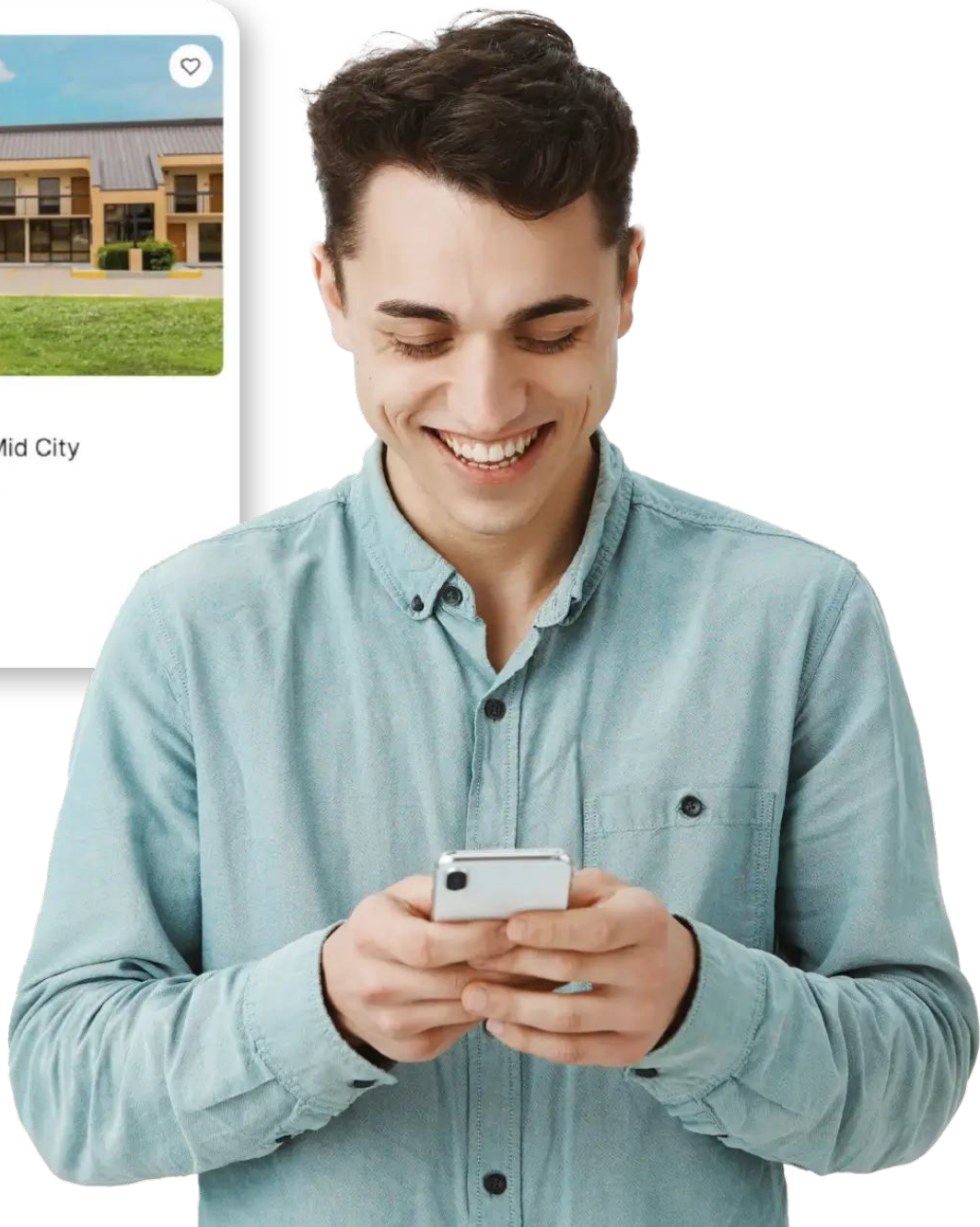
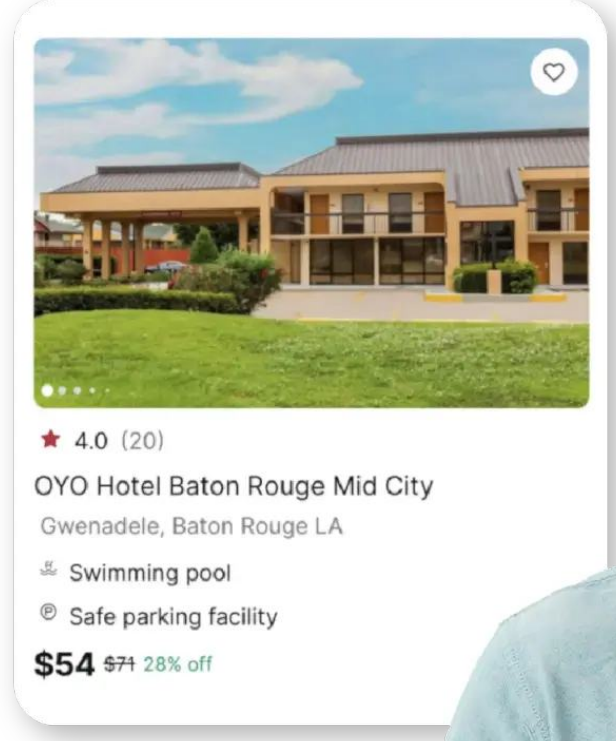


MoEngage stitches together all channels seamlessly and complements them with features like Dynamic Product Messaging, Advanced Analytics, Intelligent Delay Optimization, and Push Amplification™.

Arjya Nathvani
AVP-CRM, OYO

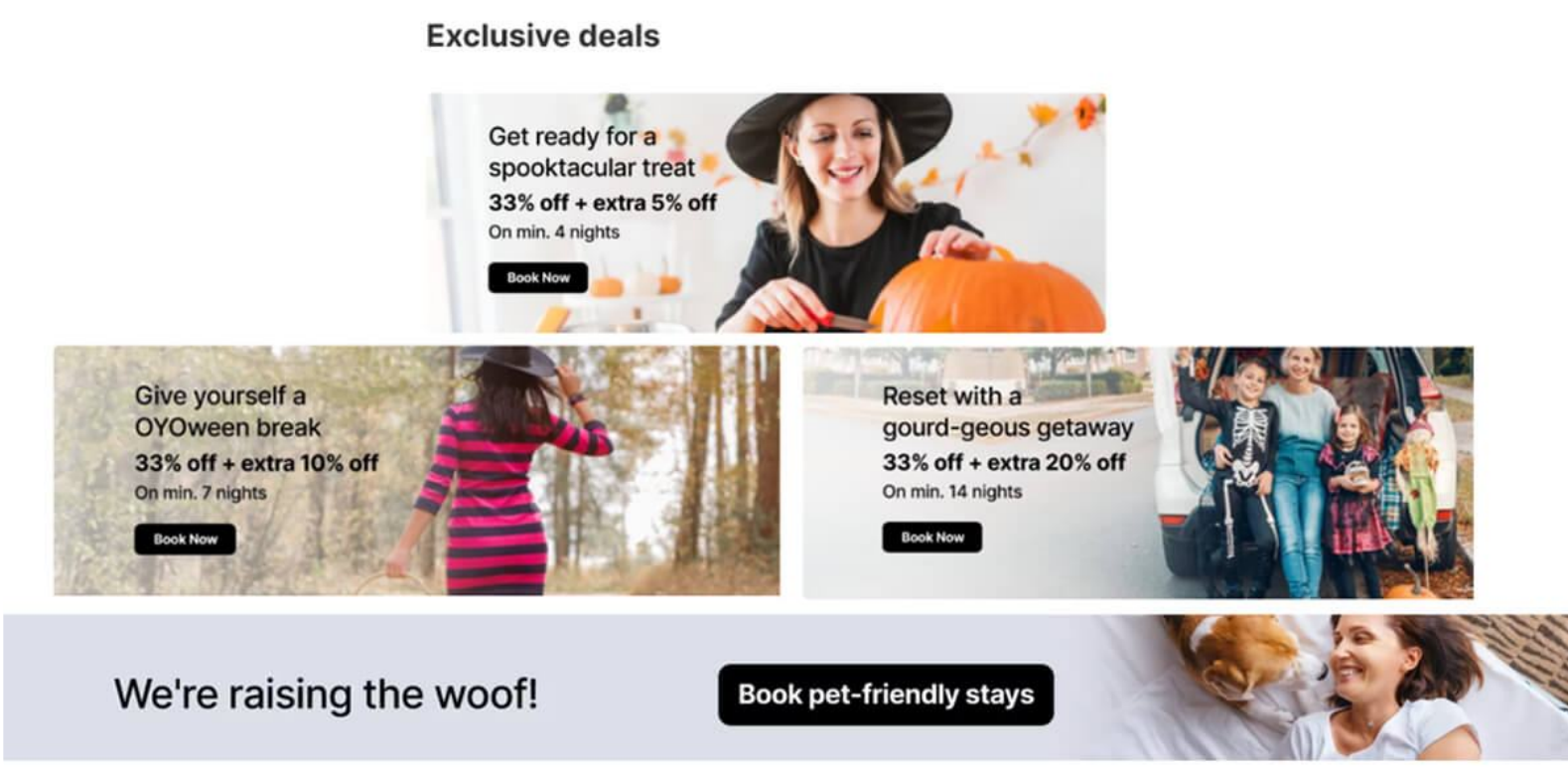
Improving the Overall Delivery Rate

OYO employed MoEngage's Push Amplification™ Plus to improve its push delivery rate while personalizing messaging to send offers and discounts to users based on their app usage. With MoEngage Push Amplification, OYO was able to improve its delivery rate by 44% for Xiaomi devices and saw an increment of 25% in their overall campaign notification delivery. Using this feature, the brand was able to deliver its push notifications to users who owned a Xiaomi or any other Chinese smartphone. MoEngage's Push Amplification offers a unique fallback mechanism to deliver notifications at a later time in case the FCM fails. This helped the brand in reaching more users and ensure users never miss an update from OYO. An overall boost in push notification delivery also supported in converting more users eventually.



Dynamic Product Messaging to Personalize Notifications

Once the push notifications were getting delivered, OYO wanted to employ personalization. Using MoEngage’s Dynamic Product Messaging (DPM), the brand decided to engage active as well as dormant users using their search and booking history to offer the right message at the right time. Eventually, the brand improved the engagement at the userlevel by offering communication that included hotel attributes and user behavior within the app.



Products Used

- MoEngage Analytics**
Create omnichannel, personalized experiences using [AI-powered analytics](#).
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).
- Push Templates (Cards)**
Deliver impactful content right into inboxes and personalized feeds with Deliver impactful content right into inboxes and personalized feeds with [cards](#).

The Result

- To make customer engagement more dynamic, the OYO Rooms team utilized MoEngage’s dynamic messaging feature that customized communication based on customer actions and behavior. They employed smart triggered push notifications to send offers and discounts to customers based on their usage of the app.
- 44% improvement in delivery rates for Xiaomi devices
 - 15% boost contributed via Push Amplification™ Plus
 - 2x higher CTRs using [personalized notifications](#)
 - 25% improvement in overall push notifications campaign
- OYO was facing low delivery rates on Chinese OEMs such as MI devices. With increasing adoption of Xiaomi devices, the team was keen to increase the delivery rates for them. With MoEngage’s Push Amplification™ a fallback mechanism was set up to deliver notifications at a later time if the FCM fails.
- Once the push notifications were getting delivered, the team decided to employ [personalization](#). Using MoEngage’s Dynamic Product Messaging, they were able to engage active as well as dormant customers by offering them the right message at the right time, using their search and booking history.

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.