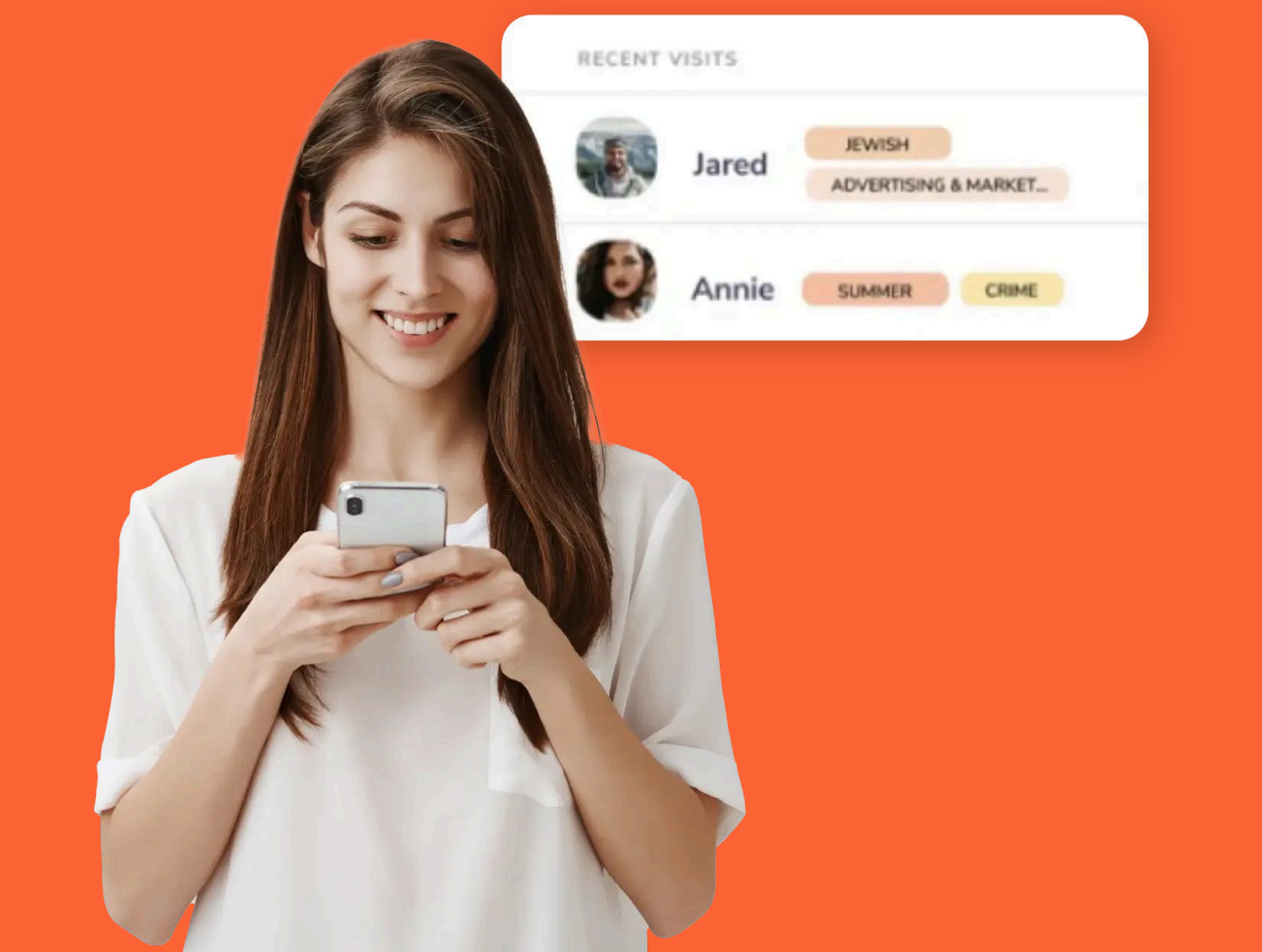moengage

S'More Achieves 65% Uplift in the App Engagement Time with Personalized Customer Experiences

65%
Uplift in the App Engagement Time

**15%**
Higher Onboarding Completions

S'MORE

ABOUT S'MORE

Imagine a dating app that starts with getting to know a person before swiping on them. Or think of a dating app that lets an individual's character trump physical attributes and considers profiles based on shared interests, opinions, and values.

S'More, a next-gen dating app, provides its customers with a community-based approach to familiarize two individuals instead of the "transactional" alternative.

This dating app encourages customers to consume fun content, discover matches based on the things they like and then move to 1:1 chat, where they can unlock photos and other visual content. With over 300K customers, S'More is the fifth most recommended dating app in the App Store and one of the fastest-growing new dating apps. The brand also produces the #1 celebrity dating show on Instagram with over 10M views.
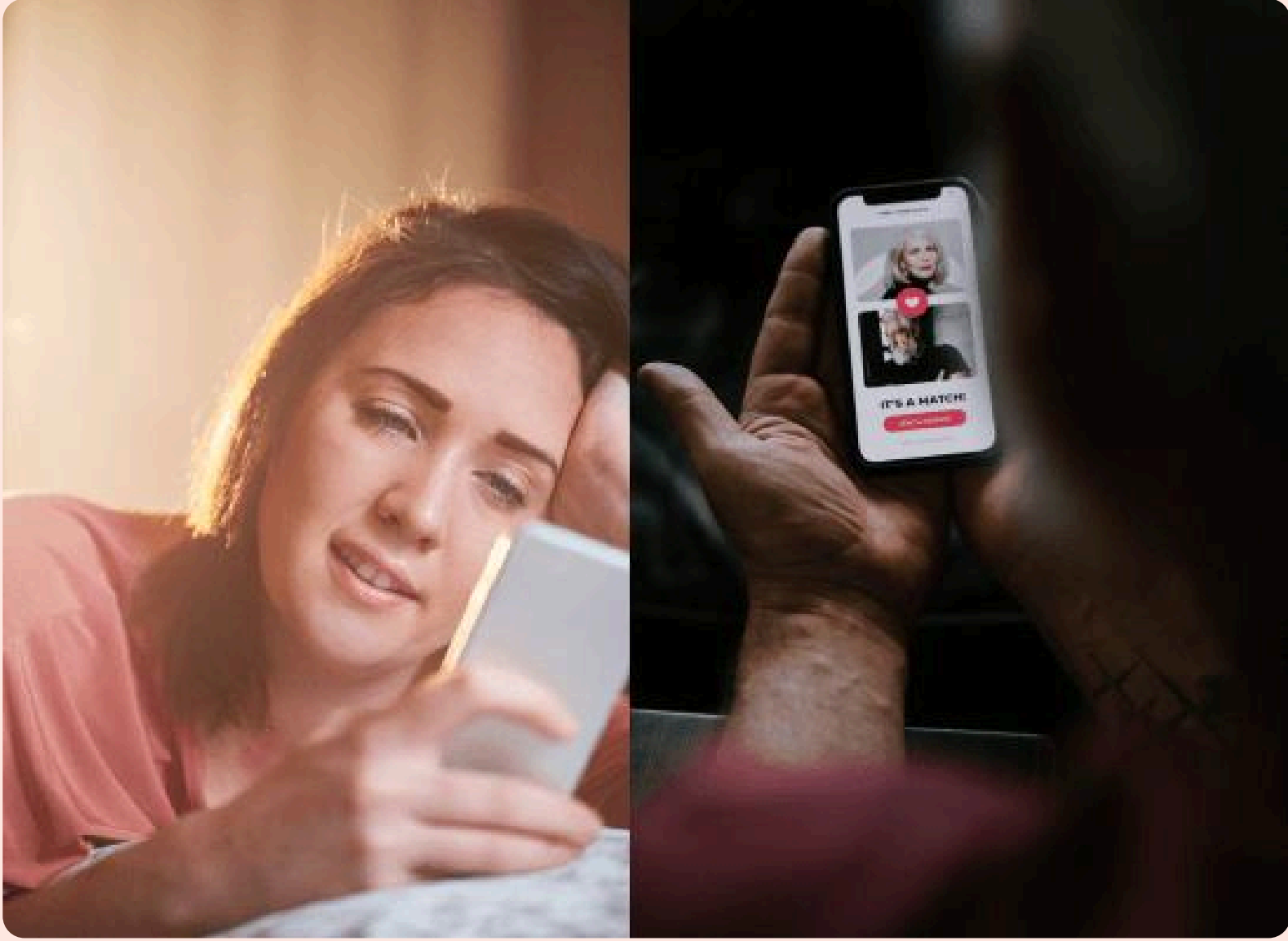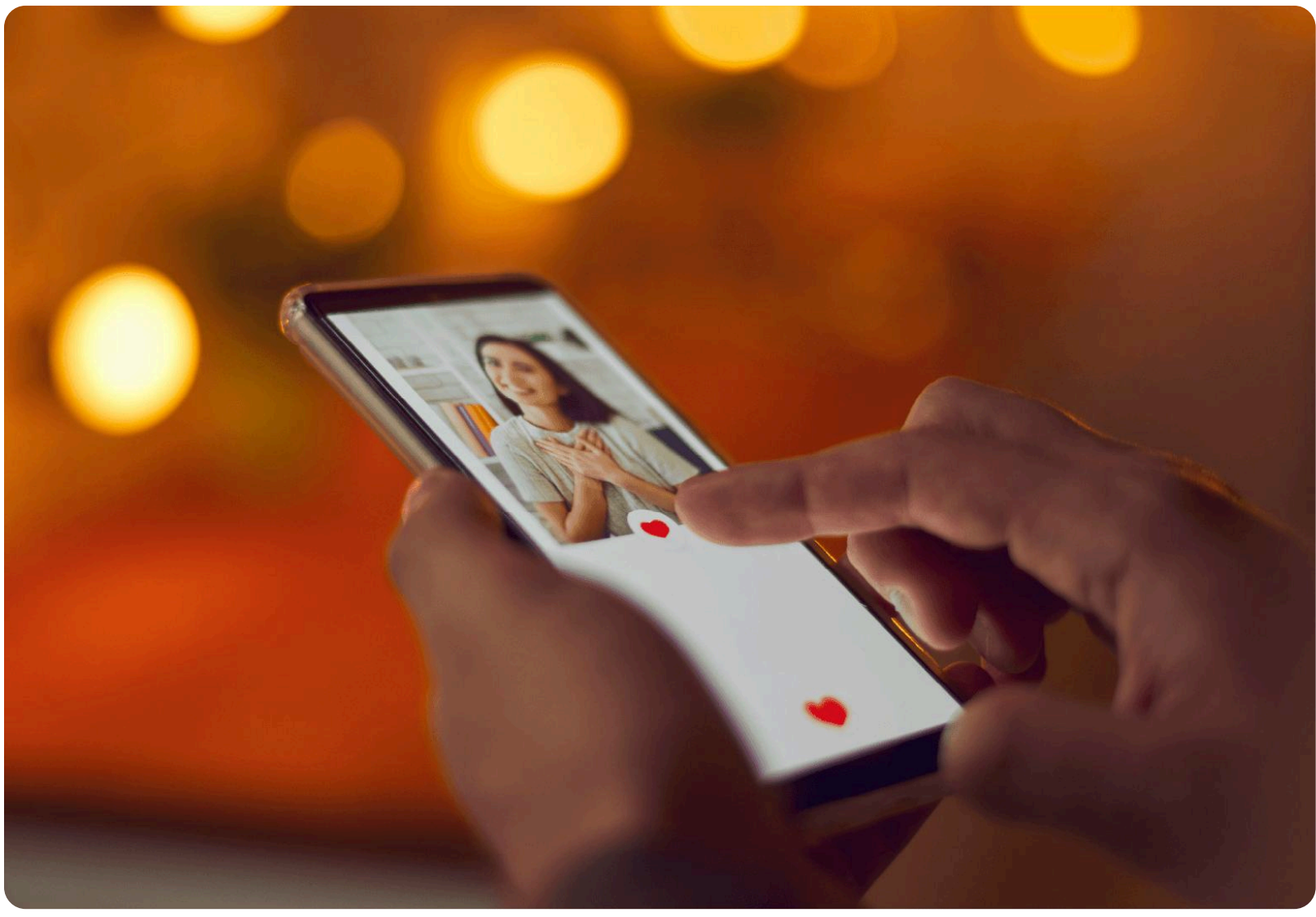
Business Need

A unique idea of focusing more on an individual's personality than on appearances allowed S'More to onboard new customers every day. S'More app enables customers to create profiles showcasing their personalities using three dimensions.

So it was crucial to drive customers to complete or enhance their profile information. This information highlights individuals' characteristics on the app, leading customers to discover their right match.

To match two individuals accurately, the team needs to continuously engage with their customers to ensure:

- they're adding more aspects of their personality on their profile,
- they're able to explore the new and upcoming features, and
- their experience on the app is personalized.

The team wanted to ensure they engaged the right customer with accurate creatives at the right time to allow customers to chat on the S'More app.

> MoEngage's ability to use real-time cohort data to drive specific activity on S'More is unique. Reaching the right customer, with the right content, at the right time is paramount for a robust customer relationship strategy and, when done correctly helps to scale a network effect business like S'More seamlessly.

Adam Cohen Aslatei
CEO of S'More

Personalized Engagement to Keep Customers on the App

S'More differentiates itself with 3D profiles that include voice and music with a slow photo reveal mechanic — other apps in the industry use a photo swiping mechanism. This means that customers need more information to understand and use the app. The S'More team was required to differentiate the messaging mechanisms as it was crucial to retaining customers. The team created an onboarding campaign using Push Notifications, Emails, and SMS to educate customers about creating S'More profiles. Result - The MoEngage campaign resulted in an increase in D1 retention by 20%

In-Apps Communication to Grow Content Consumption

As singles peruse through exclusive video content on S'More, they can organically discover other people who have viewed, liked, and commented on those videos and then share them across social media. However, the exposure to their new features and increase in engagement was an issue. The S'More team decided to introduce the new features using MoEngage's In-app Interstitials and increased the touchpoints to grow awareness. Result - Customers who access these creative spend 65% of the total time spent on the app.

Products Used

Customer Journey Orchestration
Create unique, seamless experiences at every stage of your customer's journey.

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.

The Result

The S'More team was working towards the goal of building better and more meaningful relationships with their customers, and to achieve that, they decided to focus on providing seamless onboarding experiences and personalized re-engagement campaigns.

- 65% uplift in the app engagement time
- 20% increase in 'Day 1' customer retention
- 15% higher onboarding 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.