

How TOMOGO! by Tangle Leverages MoEngage to Engage with Travelers in Real Time



25%

conversion rate on event-triggered journey flows

12-13%

conversion rate on the post-app-open booking flow

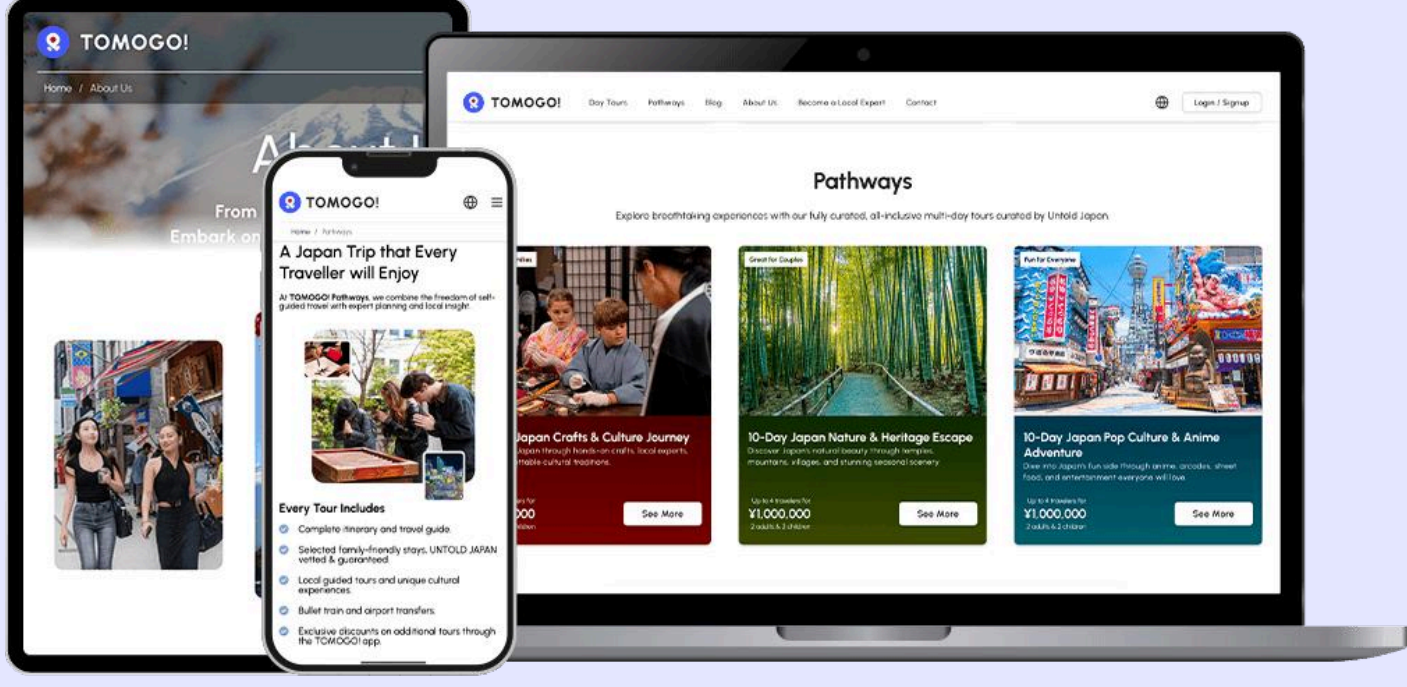
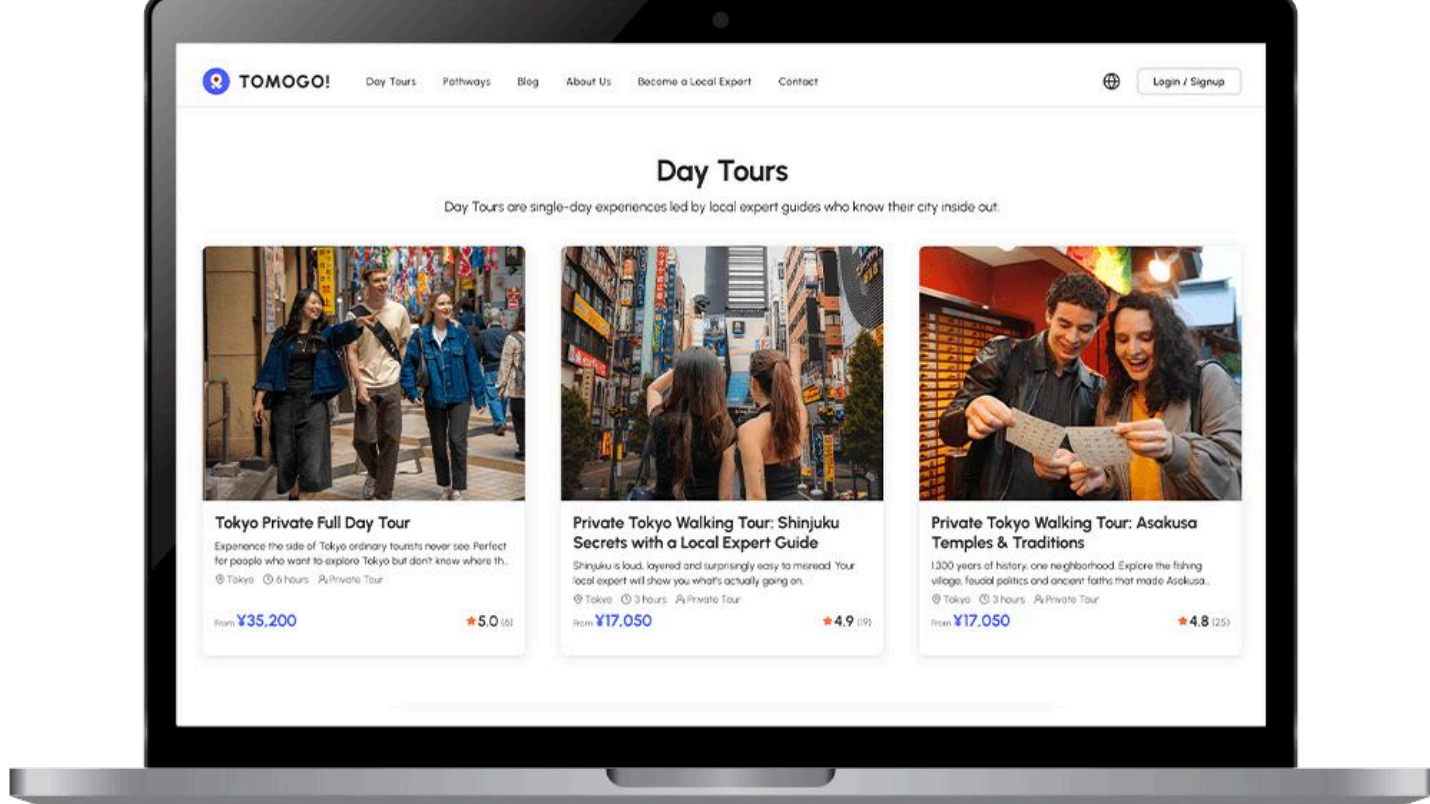
3.7%

CTR on the Japan airport-arrival welcome push



ABOUT TOMOGO BY TANGLE

Tangle operates TOMOGO!, an app built for travelers visiting Japan. TOMOGO! helps tourists from around the globe with sightseeing information and a service that matches travelers with local tour guides across the country. The app is where each traveler's relationship begins, from the moment someone decides to explore Japan to the experiences they book once they arrive. That makes the timing and the place of every message central to how the app creates a great trip.



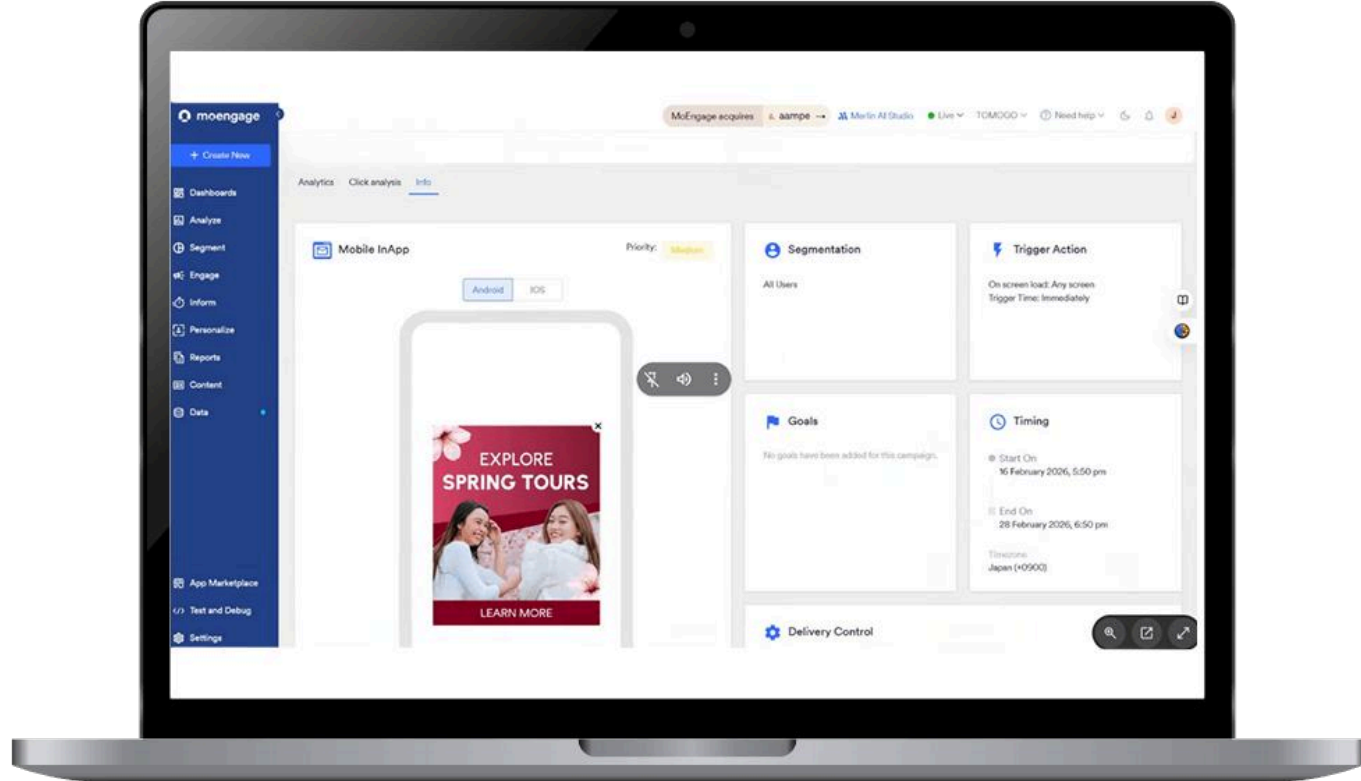
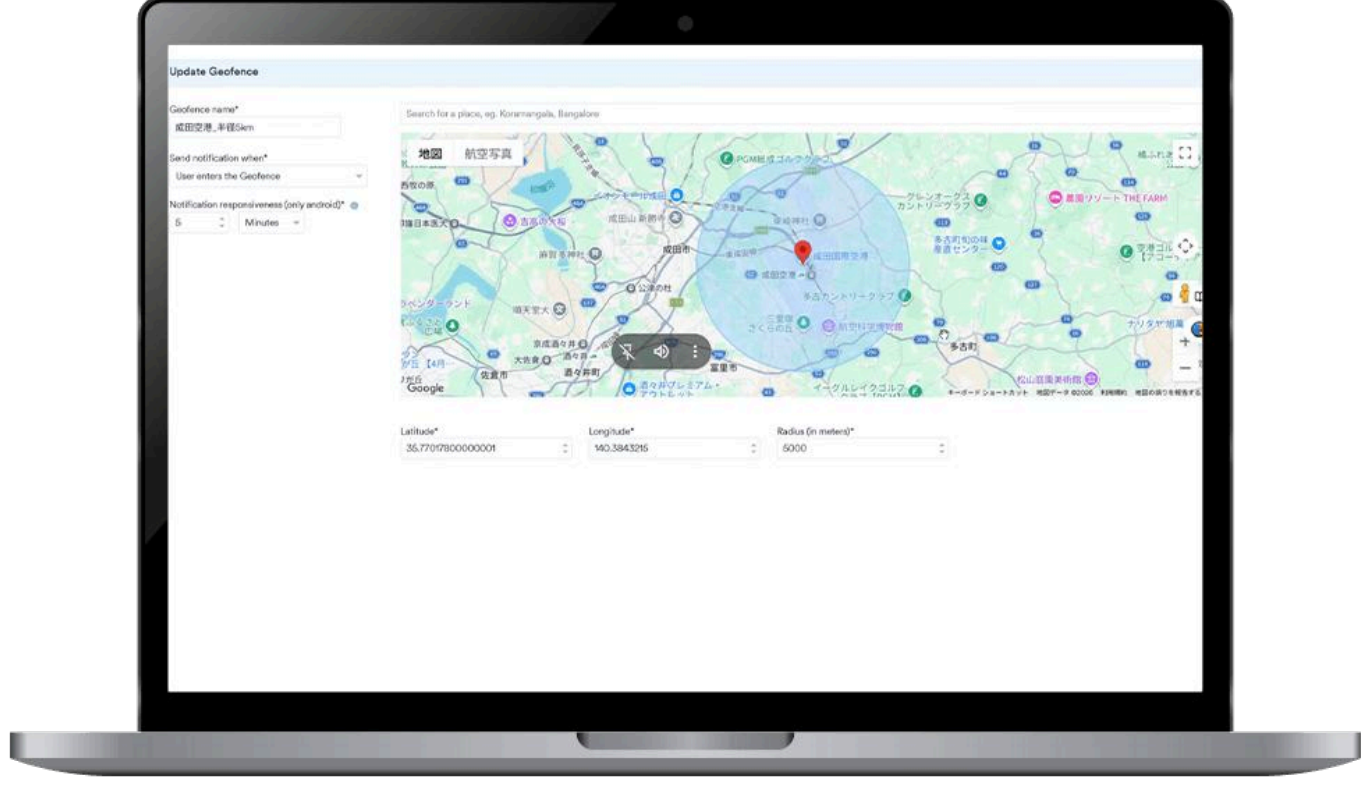
The Scenario

TOMOGO!'s audience is on the move. Travelers arrive from around the world, often for a short and packed trip, so when and where a message lands matters as much as the message itself. The app wanted to greet travelers the moment they arrive, share the right sightseeing ideas at the right time of year, and guide them toward booking a tour, all in real time.

In its early days, the app engaged travelers through email alone. To reach travelers in the moment, the team decided to add new channels alongside email. About a year and a half ago, TOMOGO! adopted MoEngage and introduced push notifications and in-app messaging as additional channels, with the ability to engage travelers in real time based on where they are and what they are doing.

Greeting Travelers the Moment They Arrive

TOMOGO! uses geofenced push notifications to welcome travelers as they land. The team set up a geofence around Narita Airport, the largest airport in Tokyo, so that when a traveler arrives, the app sends a timely welcome notification that invites them to explore sightseeing ideas and find a local guide. The message reaches the traveler at the exact moment they are ready to start their trip.



Riding Japan's Seasons with Timely Campaigns

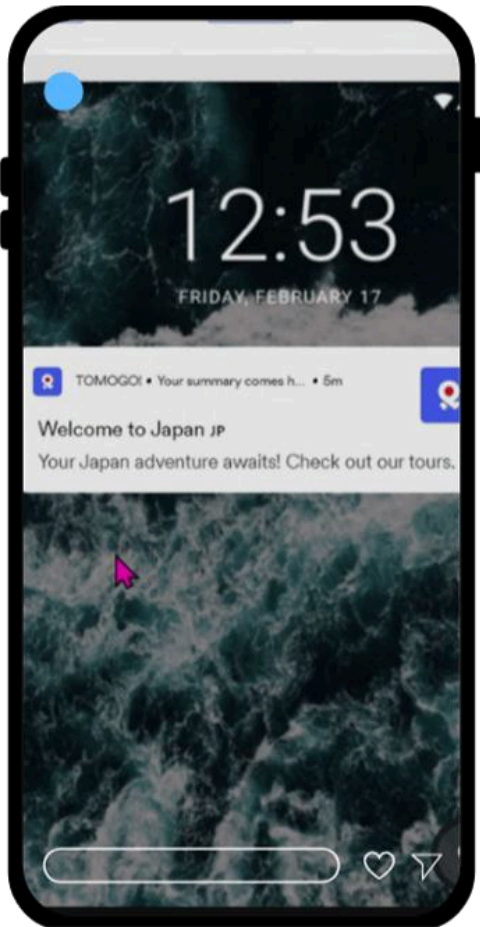
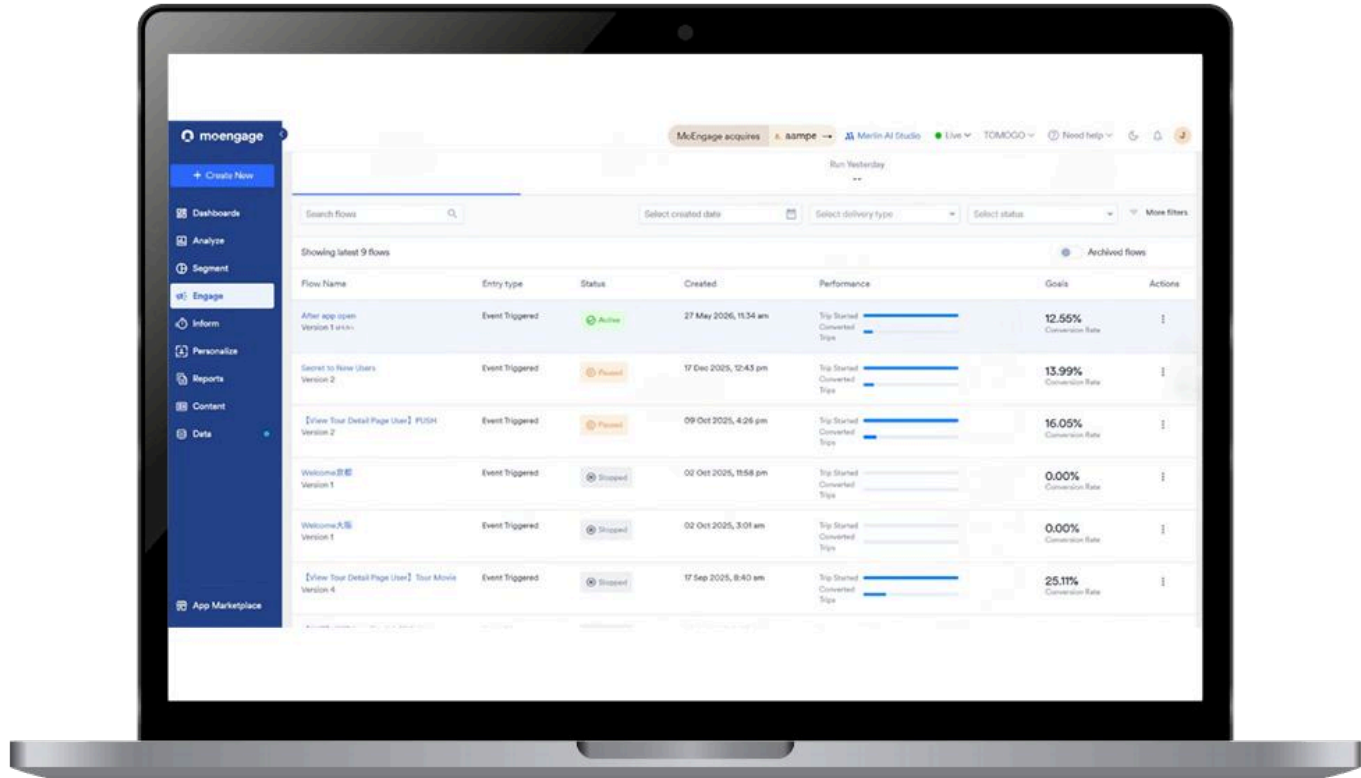
TOMOGO! aligns campaigns with Japan's peak travel moments. Spring, with its cherry blossom season, is one of the most popular times to visit, so they run in-app and push campaigns that encourage travelers to make the most of the season.

These seasonal messages keep the app relevant to what travelers most want to experience while they are in the country.

Guiding Travelers to Complete a Booking with Automated Flows

TOMOGO! uses automated flows to help travelers finish booking a tour. When a traveler receives the notification, they enter a flow that waits a day, sends a follow-up push the next day, and waits again. Travelers who complete a booking exit the flow, and those who have not yet booked receive a gentle reminder to finish.

The flow keeps the booking journey moving without manual effort from the team.



Expanding from Email to Real-Time Multichannel

By adding push and in-app messaging through MoEngage, TOMOGO! now reaches travelers across more than one channel, with email continuing in parallel. The team can meet travelers where they are, whether that is the moment they land, the peak of a season, or partway through a booking, and combine channels into one connected experience.

Products Used

- Geofencing**
Set up and run an effective, high-converting [geofencing](#) marketing campaign in no time.
- 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

- ✓ **Double-digit conversion from automated flows:** across TOMOGO!'s event-triggered journeys, conversion runs in the double digits, with the strongest flows reaching around 25%.
- ✓ **Booking nudges that work:** the post-app-open booking flow converts travelers at roughly 12% to 13%, from a first notification to a completed tour booking.
- ✓ **Engagement across steps:** within that flow, the first follow-up push earns about a 3% click-through rate and a 6% conversion rate.
- ✓ **Timely arrival pushes:** the Japan airport-arrival welcome push earns a click-through rate of about 3.7%.
- ✓ **Real-time welcome:** travelers receive a timely, location-based greeting the moment they arrive in Japan.
- ✓ **Seasonal relevance:** campaigns ride peak travel moments such as cherry blossom season in spring.
- ✓ **Multichannel reach:** engagement now spans push and in-app, beyond email alone.

About MoEngage

MoEngage is an agentic customer data and engagement platform trusted by 1,350+ global consumer brands, including Unilever, 7-Eleven, The Coca-Cola Company, Grab, Samsung, Domino's, Kredivo, TGV Cinemas, Nestle, Zalora, Air Asia Move, Robinsons Retail, Angkas and more.

The platform combines deep customer analytics, agentic marketing workflows through its Merlin AI Agents, and omnichannel orchestration across messaging and surfaces, helping marketing and product teams deliver experiences that feel personal at any scale. MoEngage operates globally with 15 offices across Asia, North America, and EMEA.

Learn more at www.moengage.com.