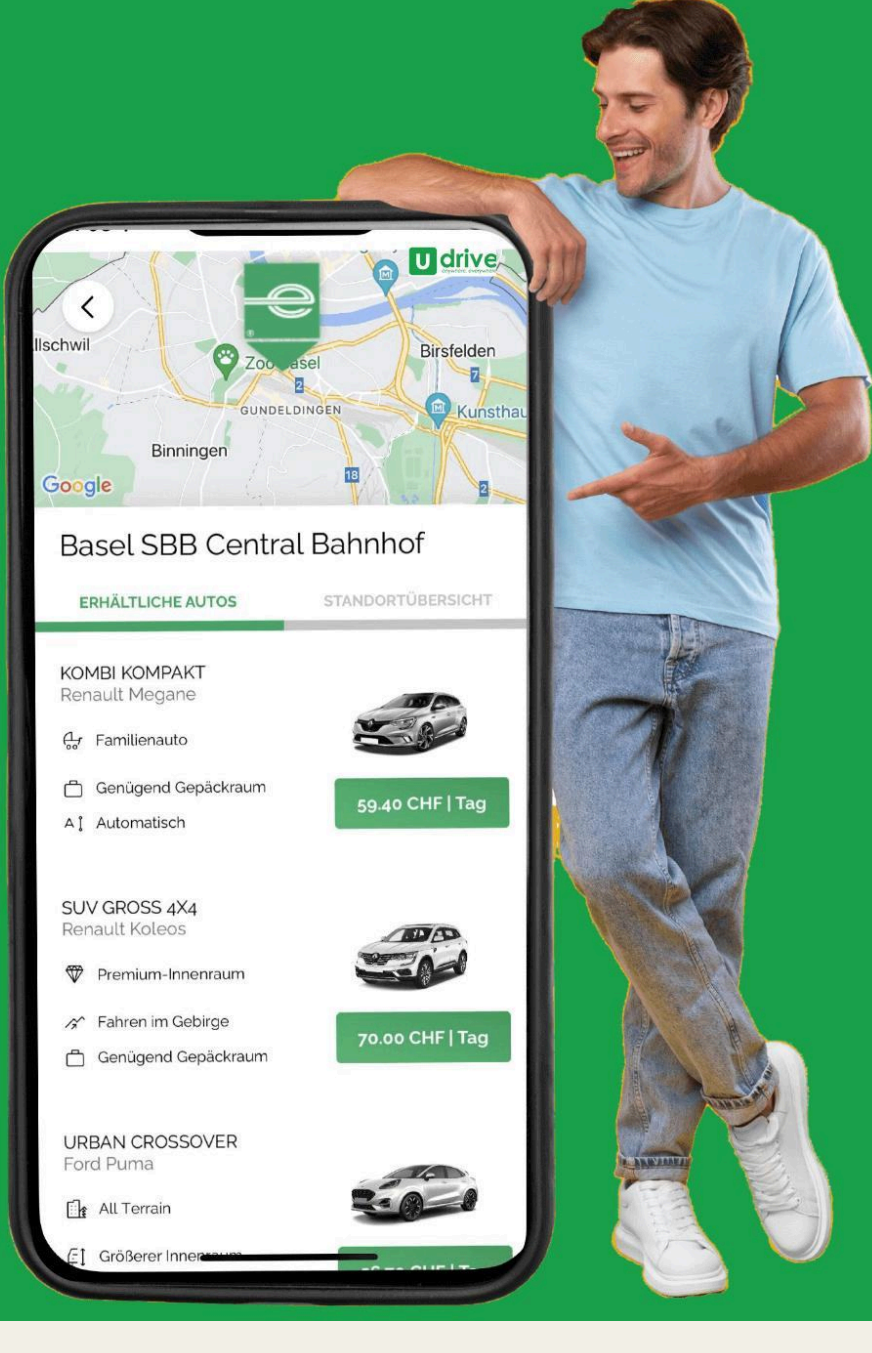


Udrive Personalizes Customer Journeys and Campaigns to Achieve New Registrations



86%

New Registrations

15.6%

Conversions using Analytics, Funnels, and Flows



ABOUT UDRIVE

Founded in 2016, Udrive is the Middle East's leading vehicle-sharing provider offering car rentals by minute, hour, day, month, and year. The brand's service innovation allows customers to rent short-term cars, with its entire fleet accessible through one mobile app and no human interaction. They also include fuel, parking, and insurance, and they per minute, daily and weekly vehicles.

With a presence in four cities across the United Arab Emirates and the Kingdom of Saudi Arabia, Udrive has over 700K+ downloads and has enabled two million+ trips.

The brand has also partnered with multiple third-party entities, such as malls, where it has exclusive parking stations to ensure a hassle-free customer experience.



The Challenge

Being a brand committed to delivering exceptional customer experiences, a customer engagement platform wasn't new to Udrive.

However, they faced some major limitations with their previous platform, like:

- 1. High-effort and complicated campaign building:** Their previous engagement platform required them to spend a lot of time and effort in coding and building engagement campaigns from the ground up.
- 2. Increase in drop-offs :** The brand also noticed a significant dip in registrations and an increase in drop-offs during various stages in the customer journey.
- 3. Limited access to information and personalization capabilities:** Since the brand partnered with third-party locations, they needed access to customer location information to send out then real-time personalized push notifications indicating the number and type of cars that would be available to them. This proved to be lacking in their previous setup.



Our historical marketing automation platform had limited geospatial and app mechanics, which limited our ability to help customers book rentals or be informed about products near them. With MoEngage, we were able to improve this acquisition process by threefold. Out of all the platforms we have experienced in the past, MoEngage has been the most efficient, technically capable, and value-adding to date. Our key focus has always been easy integration, the power to adapt campaigns, and the freedom for our business and technical users to communicate with customers efficiently.



Nicholas Watson
CEO & Co-Founder, Udrive



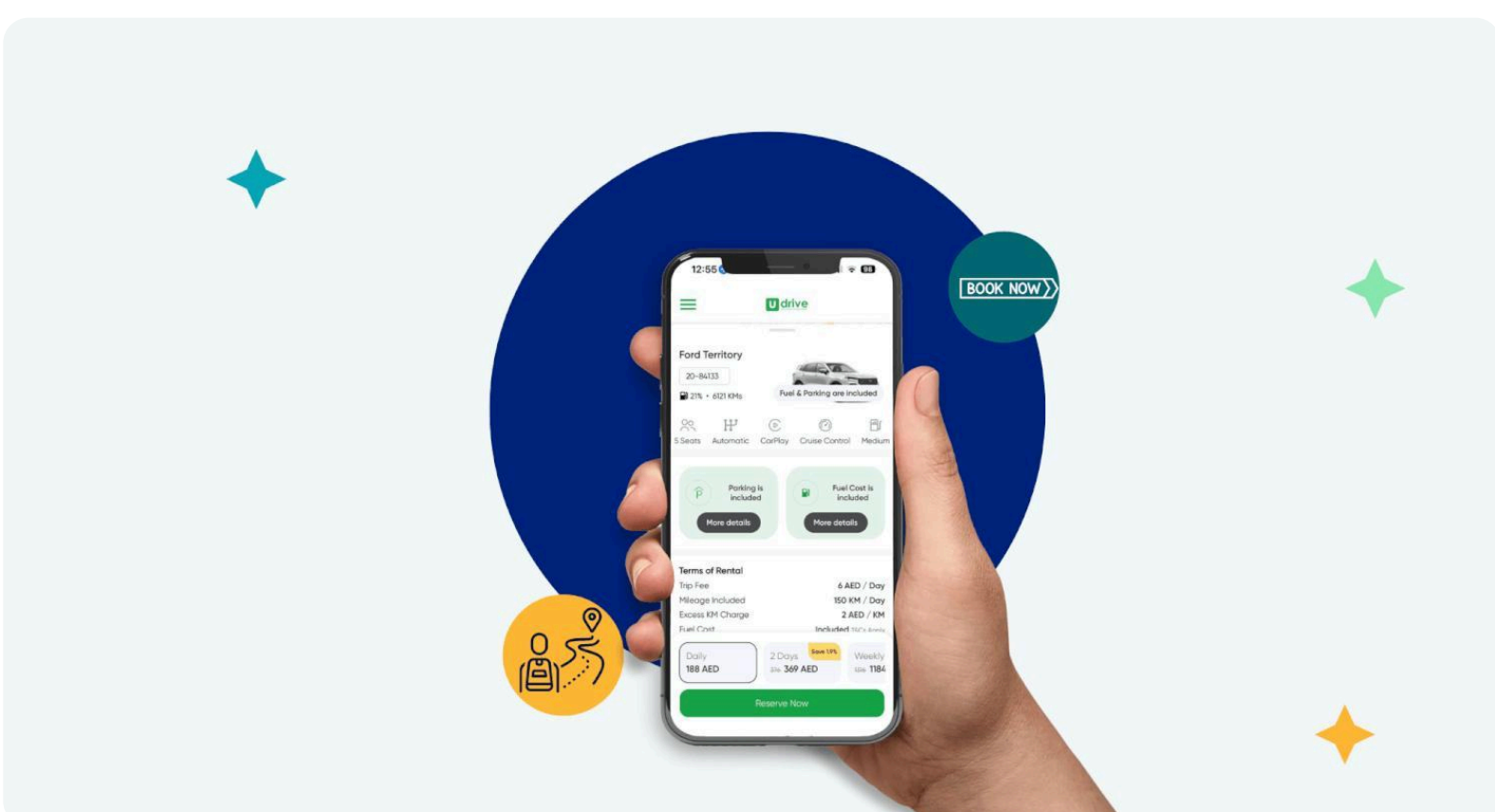
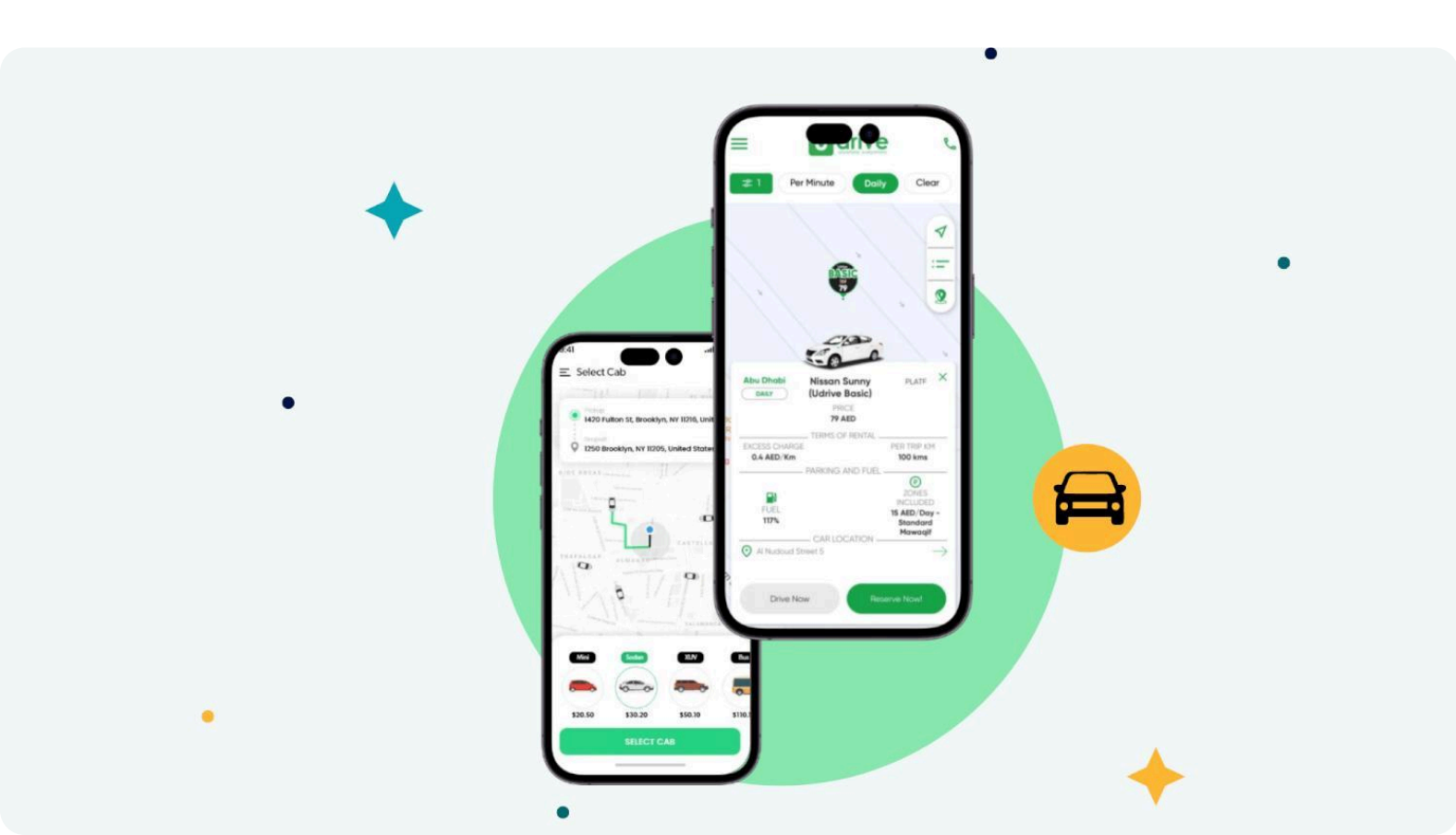
Our collaboration with Udrive and MoEngage exemplifies the power of data-driven customer experience. By optimizing customer journeys and delivering highly personalized interactions, Udrive achieved exceptional growth. This case study underscores our commitment to delivering measurable results for our clients



Bashar Hafez
Managing Director, e-Cens

How MoEngage and e-Cens Helped Udrive Optimize Customer Journeys

After onboarding MoEngage and e-Cens, Udrive was able to remove silos in data and build a unified customer profile for every customer. This allowed them to build customer journeys and personalize messages for customers in different demographic segments and locations more accurately. The brand was also able to launch campaigns and send out personalized notifications at each checkpoint, covering a certain distance. With automated journeys (Flows), Udrive was able to entice every customer with relevant offers personalized to them, thereby reducing the number of idle cars and increasing engagement and registrations.

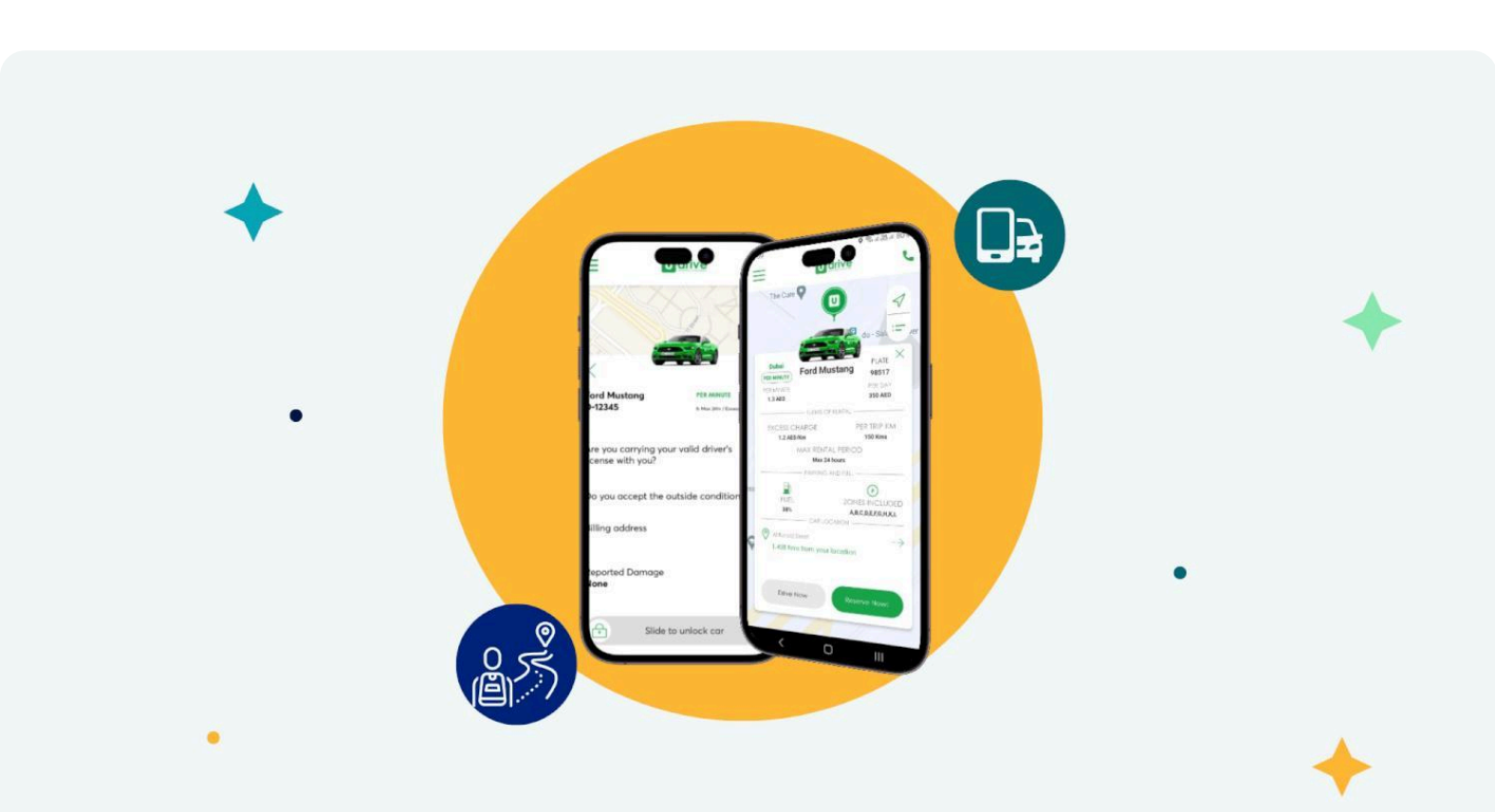


Quick Campaign Rollout With Preset, No-code Templates

With MoEngage, the vehicle-service brand was able to use the drag-and-drop feature to add relevant information to the preset, interactive campaign templates, reducing the time and effort spent on codes to build campaigns, multifold. This helped them send highly personalized campaigns to each segment in a fraction of the time it took them before.

Utilizing Event-based APIs to Optimally Personalize

The Udrive team also wanted to send out notifications based on the vicinity of a customer and a car. The Customer Success team at MoEngage assisted the Udrive team and enabled them to communicate this information in real time, allowing the brand to personalize communication-based on geographical presence. This allowed the brand to send personalized communications based on specific geographic presence. **As a result, in one such campaign, the brand garnered a click-through rate of 13.74% and a conversion rate of 10.08% from 33.4K impressions.**



Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your *customer's journey*.
- Geofencing**
Set up and run an effective, high-converting *geofencing* marketing campaign in no time.
- Push Notification Templates**
Craft beautiful notifications in minutes using *no-code templates*.

The Results

- ✓ Using Analytics, Funnels, and Flows, Udrive witnessed 15.6% conversions
- ✓ The brand personalized customer journeys and campaigns to achieve 86% new registrations
- ✓ With massive support from MoEngage's customer support team, Udrive was able to conduct 10+ hours of knowledge training

About MoEngage

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, App World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.