

# Tokopedia improves first-month user retention by 60% using MoEngage

## Introduction

Tokopedia, founded in 2009 is a unicorn company and is Indonesia's largest online marketplace with a user base of over 75 million+ active users.

## Highlights

60%

Improvement in the first-month user retention on the app.

20%

Uplift in first conversion transactions by new users on the app.

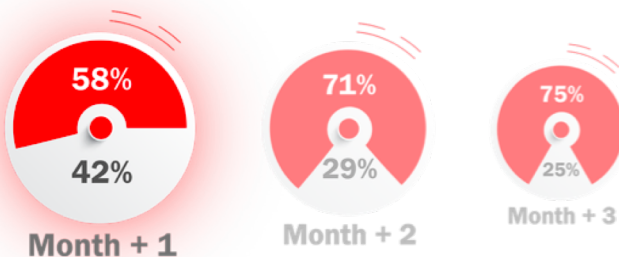
## Objective

Improve first-month user retention through an integrated customer onboarding strategy to activate, and engage newly acquired app users.

## The Challenge

The mobile app industry has been typically plagued with a problem of a high-rate of **user churn**. Nearly **60%** of the users uninstall the app within the first month.

### User's App Retention & Churn

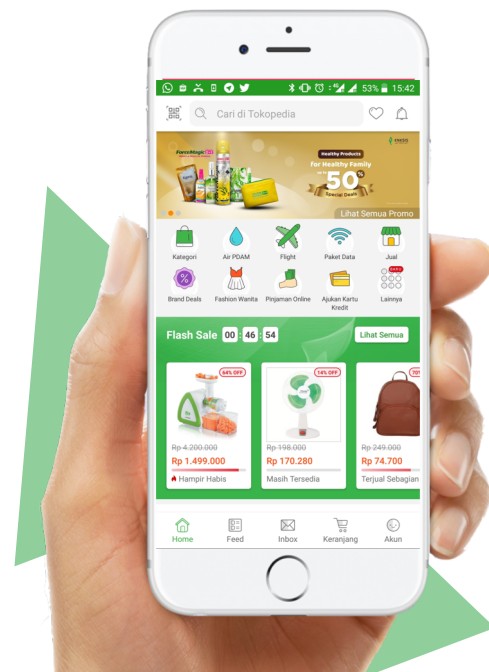


User churn is very high during the first month after download

“Onboarding & activating new customers towards their first purchase is critical to reducing churn.

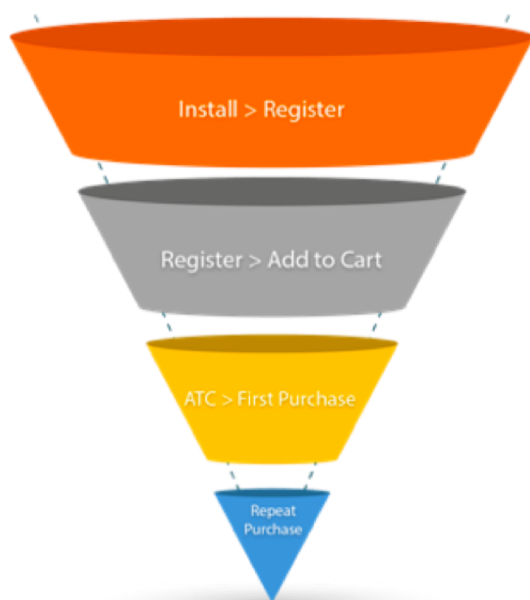
We have been able to achieve this using ‘Flows’ by MoEngage – a tool that allows us to target users via the Owned and Paid channels, consequently delivering a unique onboarding experience.”

**Prashant Mahajan, Product Manager**



## The Solution: Onboarding Automation using MoEngage Cross-channel Messaging

To reduce churn, Tokopedia automated their *User Onboarding* – where users get to experience the brand for the first time. Tokopedia identified the various steps in a new user onboarding to brand discovery and delivered the right message at the right time at every stage in a users lifecycle to eliminate possible chokepoints or reduce user ambiguity.



*Stages in new user onboarding*

Having identified the steps, Tokopedia then leveraged **MoEngage Flows** to create a series of integrated cross-channel campaigns that targeted users with messages across owned and paid channels such as **Push, Email, SMS and Ad-retargeting**.



[MoEngage Flows](#), allows marketers to integrate and deploy cross-channel messaging campaigns seamlessly. Flows is the easiest way to create, visualize & deploy omnichannel lifecycle campaigns.

“Customer journeys are increasingly becoming more dynamic and interconnected in nature. For brands, to win, they must take cognizance of this paradigm and adapt their marketing tactics. ‘Flows’, by MoEngage, helps us seamlessly integrate both marketing and ad technologies to deliver a unique customer experience while delivering an optimal messaging experience to the users.”

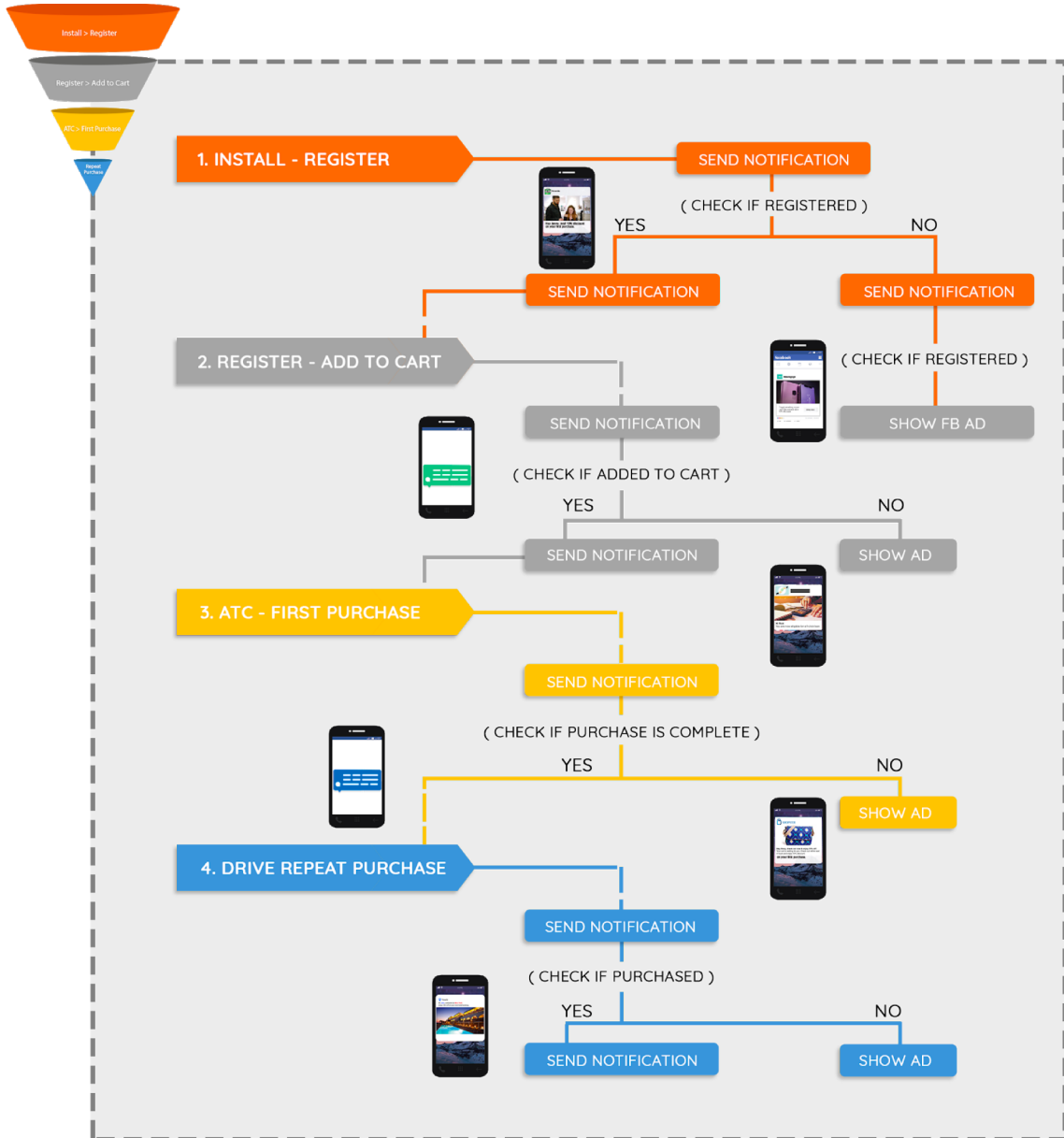
**Holy Theodore, Senior Digital Marketing Strategist - Tokopedia**

“Dynamism and context are critical to success in email marketing. MoEngage dynamic product recommendation emails have helped us reach users with relevant product recommendations that are relevant to user context, thereby positively impacting our email marketing efforts.”

**Jun Setiadi, Senior Digital Marketing Specialist - Tokopedia**

# The Results: 60% uplift in retention and 20% increase in first purchase transaction

A snapshot of integrated channel-marketing delivered to new users in the onboarding journey.



As seen, using MoEngage Flows, Tokopedia took new users through a series of steps from the first install to first purchase. The consistent and constructed nature of engagement helped Tokopedia improve new user retention by up to **60%** while boosting the first-purchase rate by up to **20%**.

## About MoEngage

MoEngage is the Next-Generation Marketing Cloud, built for the Mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, ad retargeting, and SMS, with auto-optimization towards higher conversions powered by machine learning.