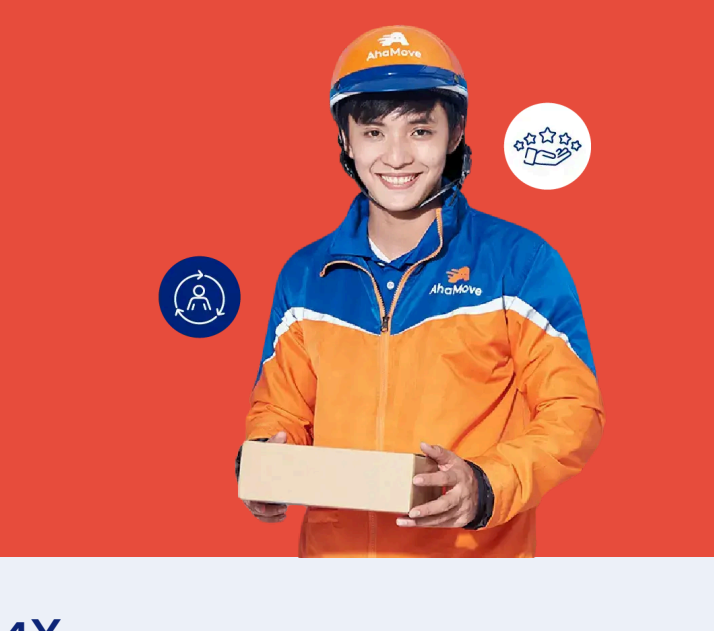


# Ahamove Sees over 14X Conversions after Partnering with MoEngage



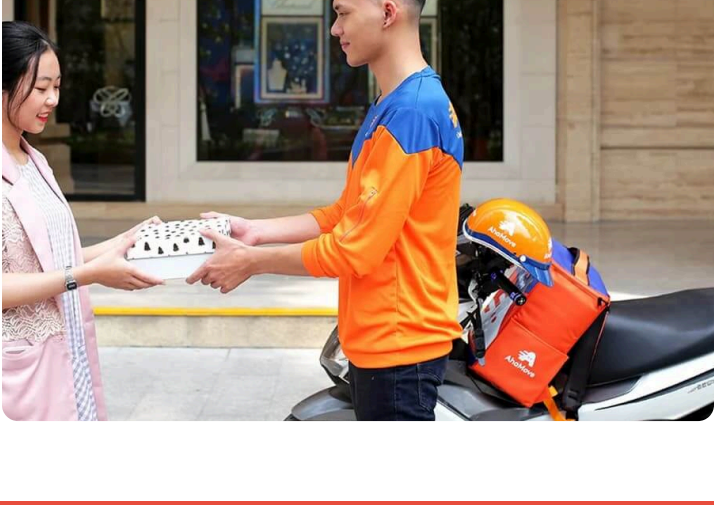
6X  
Increase in Monthly Traffic

4X  
Increase in Push Notifications Delivery

## About Ahamove



Founded in 2015, Ahamove is one of the leading on-demand delivery companies in Vietnam. As a make-in Vietnam business, the company focuses on developing technology delivery services and differentiates itself from other competitors in the market by offering multiple services to Vietnamese customers in the form of fast and inexpensive, long-distance and bulk.



Ahamove was able to deploy in-app, banner and email campaigns with ease. This, in turn, increased our traffic and engagement, ultimately leading to a significant increase in the conversion rate of our campaigns.



Quynh Ngo,  
Head of Marketing, Ahamove, Ahamove

“  
MoEngage has helped us to  
improve our marketing  
performance, Ahamove

## Business Challenge

Ahamove's customers include corporate and individual customers, of which 70% are small and medium-sized business customers such as online shop owners, store owners, or supermarket chains. They regularly use Ahamove to support their business. Ahamove, although growing in the market, had a plethora of bottlenecks bringing down operational efficiency and retention. They were facing time constraints with analyzing existing data. Ahamove had difficulties in segmenting and accurately classifying its customers. Ahamove was previously using Firebase Cloud Messaging. Setting up and running automation processes, creating their own API integrations was time-consuming through other third-party vendors. Ahamove was using various independent channels to deploy campaigns. Less than 20% of their customers were receiving push notifications

## Improved Reach and Engagement to Accelerate Conversions

Using MoEngage, Ahamove seamlessly built automation processes without any constraints in time and integrated their business units and their third-party engagement and retention tools into one platform. This saw a significant increase in overall performance.



## Bringing together supply, demand, and the customers

Upon partnering with MoEngage, Ahamove were able to drastically close the gap between supply and demand by segmenting its customers to deliver real-time push, in-app and email campaigns, triggering higher conversions with optimal efficiency. Upon integrating and testing the platform, Ahamove was initially cautious in deploying campaigns. Ahamove ran only 17 campaigns in the first 6 months post-integration. However, upon achieving successful delivery rates of roughly 75-80%, they decided to increase their overall campaign count, which is currently at 82 in the last 5 months alone.



## Products Used

- In-app Messaging  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Push Notification  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- RFM Segmentation  
Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).

## The Results

With MoEngage, Ahamove was able to:

- ✓ Leverage MoEngage to act as an integrated central omnichannel brain for the 3 business units at Ahamove with advanced segmentation and personalisation.
- ✓ Increase AhaMart conversions via coupon code campaign exceeding target conversions by **87%**
- ✓ Seamlessly built automation processes without any constraints in time.
- ✓ Integrated all their third-party engagement and retention tools into one platform.

## 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, DP 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](http://www.moengage.com).