

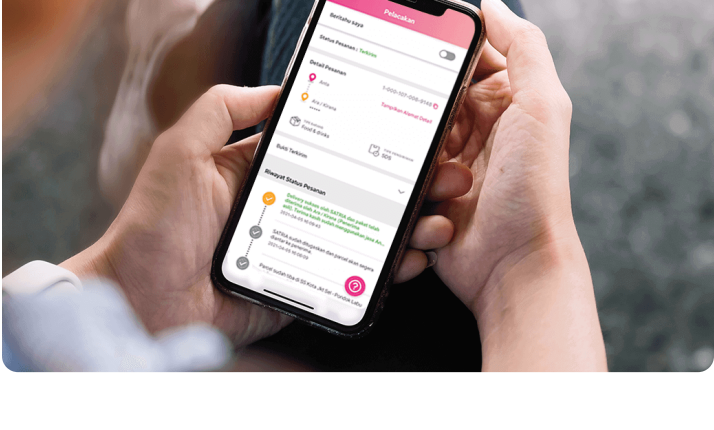
Anteraja Increases Push CTRs By 2.25x Using Zero-Code Push Templates

31%
Uplift in CTRs using push templates

78.6%
Push deliverability rate

About Anteraja

Anteraja is a logistic service with an extensive ecosystem throughout Indonesia. Anteraja aims to help independent businesses grow and create better job opportunities to support Indonesia’s economy. Launched in 2019, Anteraja has become one of Indonesia's fastest-growing logistics companies that adapts and embraces the technology at the core of its services.



“Our experience with MoEngage has been fantastic, and the on-ground support we’ve received since day one deserves a special shout-out. We have seen monumental progress in how well we understand customer behavior and engage with them accordingly. Regarding moving the needle, MoEngage’s no-code push templates have helped us increase our CTRs by 31%.

Faye Natanie,
Anteraja

“
Anteraja

Business Challenge

Anteraja was unable to segment their audience base and consequently, personalize campaigns. They needed more insights into understanding behavioral patterns of hibernating and churning customers so as to device measures that could possibly retain them.

Solution

Anteraja used MoEngage's RFM segmentation model to segment customers based on their in-app activity. Using zero code push templates, they were able to creatively engage customers and improve engagement rates.



Omnichannel Flows to increase customers who complete sign up by 17%

A well-crafted customer onboarding process helps brands to gain trust and fulfill customers’ expectations. To mitigate the issues of fragmented onboarding and inconsistent experiences across multiple touchpoints, Anteraja uses MoEngage’s flows.

The onboarding flow targets customers who have completed the ‘INSTALL’ action. The email and push campaigns under the flow remind the customer to complete the ‘SIGN UP’ process and make the first order.



Products Used

- Push Notification Templates**
Craft beautiful notifications in minutes using [no-code templates](#).
- RFM Segmentation**
Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer’s journey](#).

The Results

With MoEngage, Anteraja was able to:

- ✓ Automate onboarding flows to engage with customers and improve DAUs and MAUs
- ✓ Increase insights into the purchase behavior of customers
- ✓ Send personalized communication to customers based on segments they belong to

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.