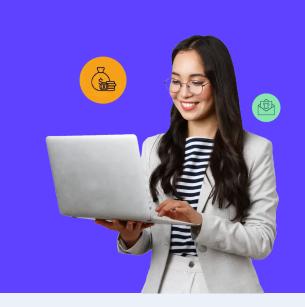
How Cake DeFi Uses **Omnichannel Strategies to Retain Over 98% of Customers**



200%

Uplift in account verification

42.9%

uplift for control group user path campaigns

About

cakedefi Cake DeFi

Cake DeFi is one of Southeast Asia's fastest growing digital assets innovators. The Cake DeFi platform provides easy access to decentralized (DeFi) services finance and applications, empowering customers to generate returns on their cryptocurrencies in a secure and transparent way.





most importantly, retain 98%+ of the customers through its reliable omnichannel marketing automation and personalized messaging capabilities.

MoEngage has been instrumental in helping Cake DeFi acquire valuable customers and,



CRM Lead, Cake DeFi, Cake DeFi

notification channels to observe a customer retention rate over 98%

Wayne Cheng,

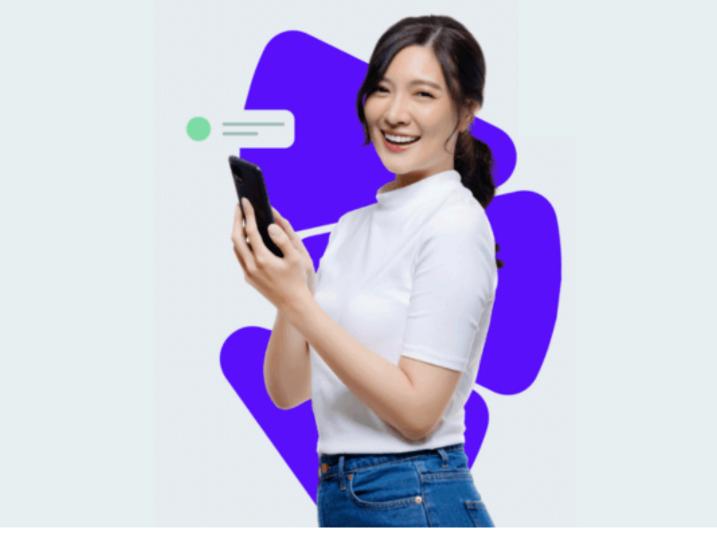
The challenge was to move from disjointed point solutions that lacked omnichannel communications to

Business Challenge

an all-in-one customer engagement platform

Cake DeFi leveraged MoEngage's customer journey orchestration for email, in-app and push

Solution

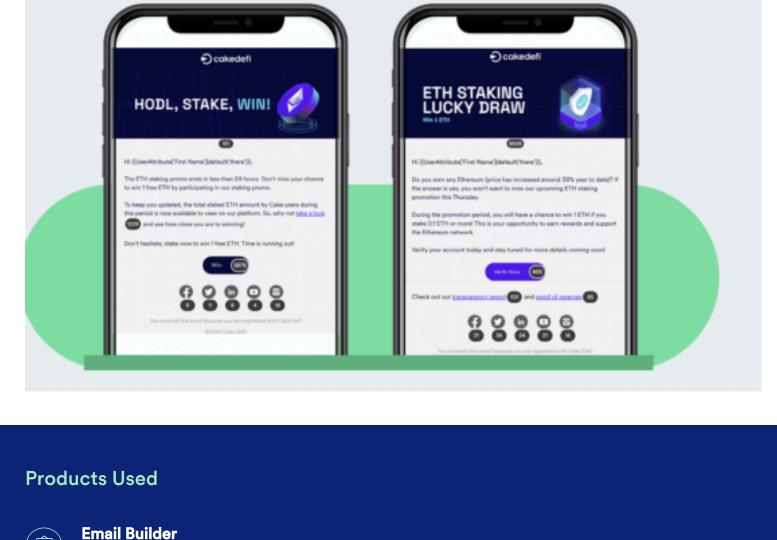


In order to test different lifecycle campaigns that were crucial to drive account verification and boost the lifetime value of their average customer, Cake DeFi reserved 5% of their customers as a control

group to validate their strategies and forecast larger campaigns.

Driving a 200% boost in account verifications

This resulted in a 150-250% increase in account verification rates. In order to achieve these results, Cake DeFi also utilized multichannel strategies leveraging the use of email+push notifications under one campaign.



Create emails that convert with fastest and easiest email builder



Push Notification Reach customers at the right time using Al-powered, targeted, push notifications

Segmentation

Omnichannel Flows



MoEngage Analytics Create omnichannel, personalized experiences using Al-powered analytics

Create unique, seamless experiences at every stage of your <u>customer's journey</u>.

Personalize experiences by creating nuanced segments based on behavior and action

Create connected experiences at every stage of customer journey across channels



The Results

Saw a **200%** uplift in account verifications

Customer Journey Orchestration

With MoEngage, Cake DeFi adopted an insights-led approach to engagement, leveraging customer journey orchestration and:

Observed a **42.9%** boost in conversions for control group user paths campaigns

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer

the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how

brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more.

Increased the customer retention rate to an all-time high of over 98%

About MoEngage

MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 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 recognized as a Customers' Choice Vendor in

MoEngage's customer engagement platform can power your growth

To learn more, visit <u>www.moengage.com.</u>

Get a demo of MoEngage today!