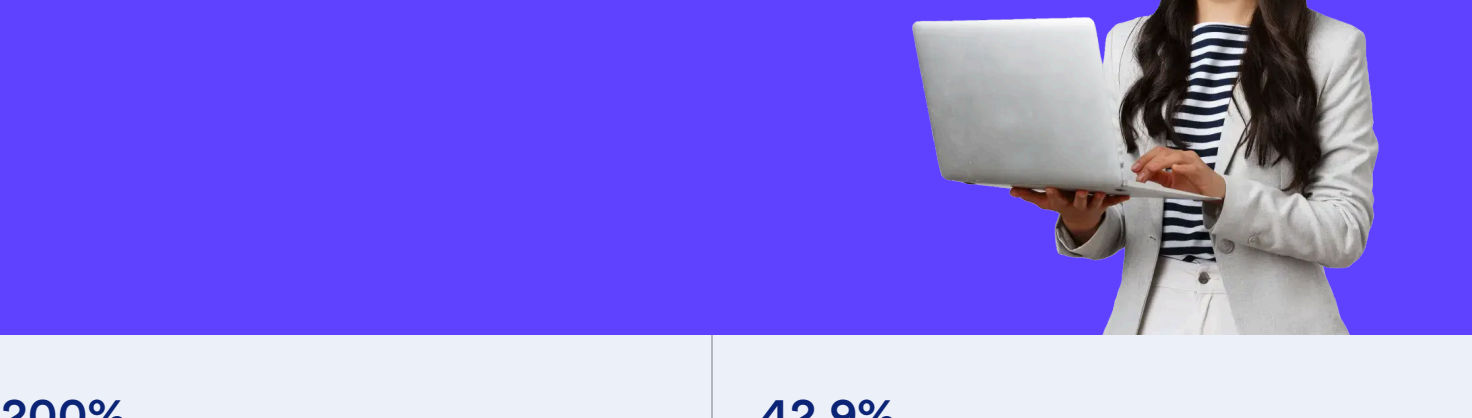


How Cake DeFi Uses Omnichannel Strategies to Retain Over 98% of Customers



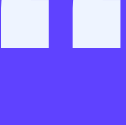
200% Uplift in account verification	42.9% uplift for control group user path campaigns
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About Cake DeFi




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





MoEngage has been instrumental in helping Cake DeFi acquire valuable customers and, most importantly, retain 98%+ of the customers through its reliable omnichannel marketing automation and personalized messaging capabilities.



Wayne Cheng,
CRM Lead, Cake DeFi, Cake DeFi



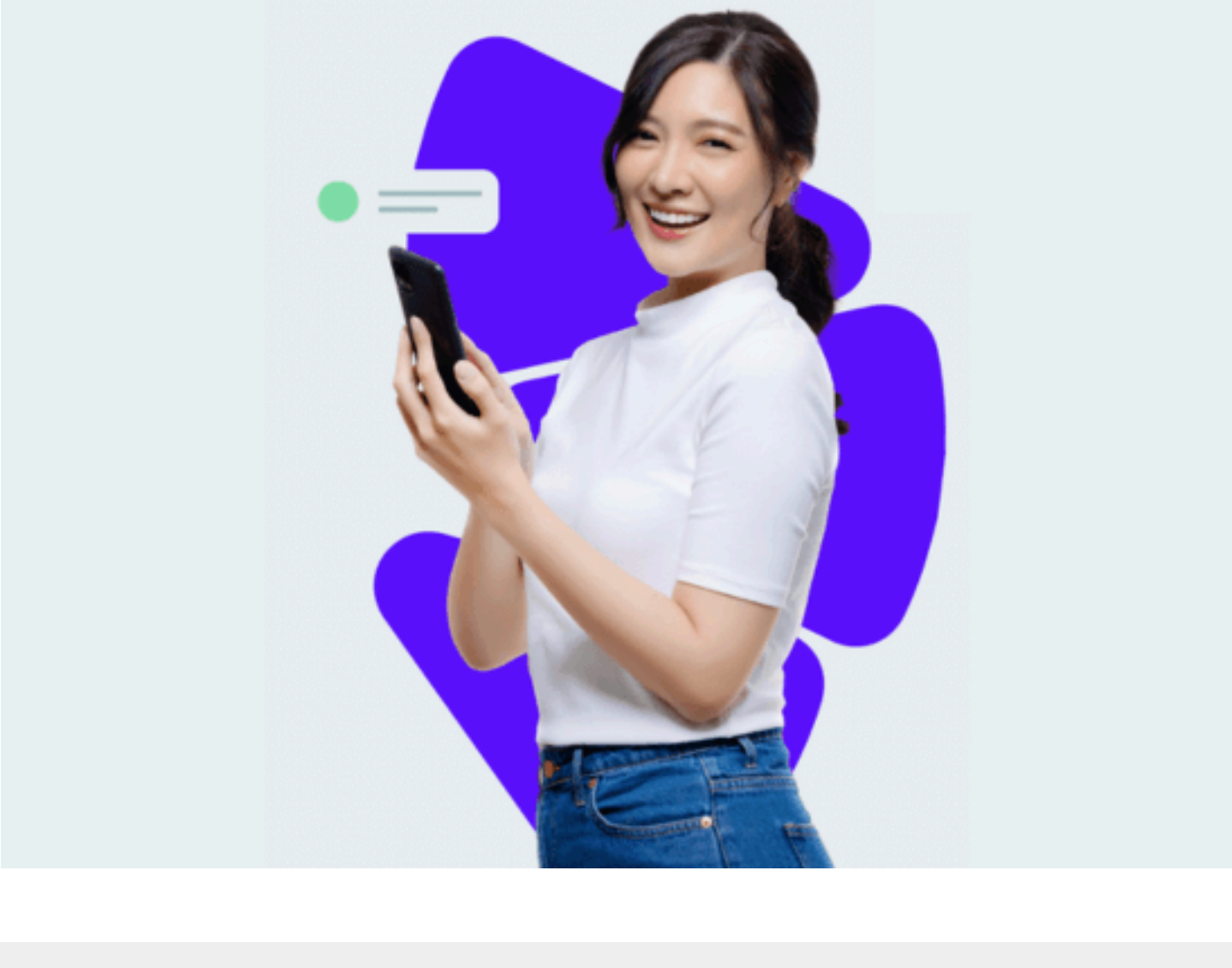
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Business Challenge

The challenge was to move from disjointed point solutions that lacked omnichannel communications to an all-in-one customer engagement platform

Solution

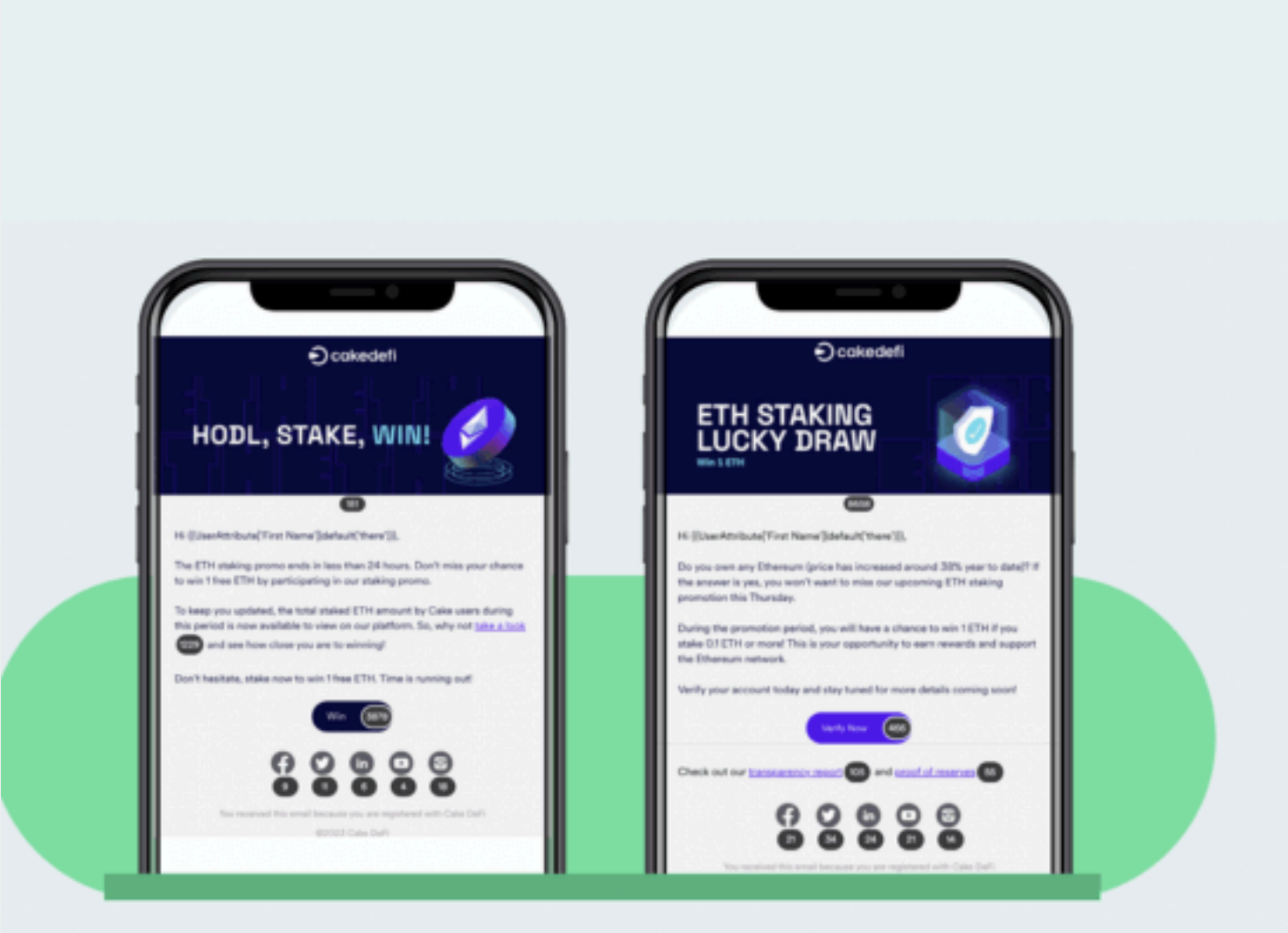
Cake DeFi leveraged MoEngage's customer journey orchestration for email, in-app and push notification channels to observe a customer retention rate over 98%




Driving a 200% boost in account verifications


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.


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**.





Products Used


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Email Builder
Create out-of-the-box, personalized emails that convert, with fastest and easiest **email builder**.
- 

Segmentation
Personalize experiences by creating nuanced **segments** based on behavior and action.
- 

Push Notification
Reach customers at the right time using AI-powered, targeted, **push notifications**.
- 


Omnichannel Flows
Create connected experiences at every stage of customer journey across channels using **Omnichannel Flows**.
- 


MoEngage Analytics
Create omnichannel, personalized experiences using **AI-powered analytics**.
- 


Customer Journey Orchestration
Create unique, seamless experiences at every stage of your **customer's journey**.

The Results

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

- 

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

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

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

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.