

Franki Drives 225% Uplift in Conversions with Predictions for Video-powered Culinary Experiences



12%
Increase in Customer Retention

524%
Increase in Average Session Duration

About Franki

Franki is an all-in-one solution that connects businesses with their local communities. It offers user-generated video experiences that create deeper connections between businesses and customers while simultaneously rewarding creators for sharing their experiences with followers. To learn more, visit befranki.com.



MoEngage brought us clarity on all of our install and engagement numbers, letting us effectively drive OKRs. Along with the accuracy of their reporting, their amazing team is available to assist in any strategic and technical problems we run into.

Nick Bennett,
Head of Product, Franki, Franki

The Challenge

When Franki partnered with MoEngage, they were revamping their app. Franki wanted to optimize customer engagement through the customer journey to help them drive their business goals.

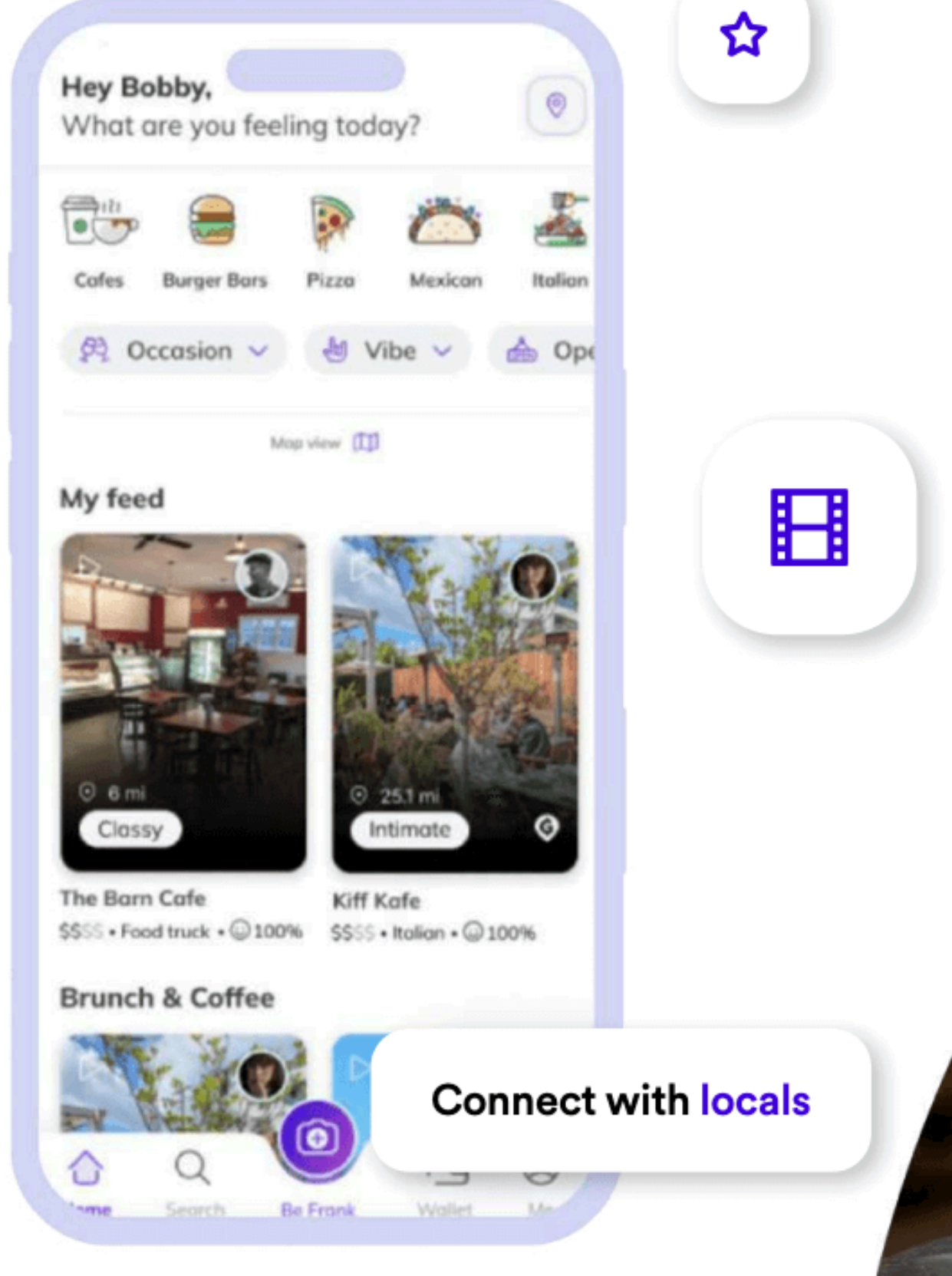
Their major goals were to increase the number of sign-ups compared to the actual installs, optimize engagement, and improve retention metrics. Franki was also looking for a technology partner to provide them with a holistic solution from a product and marketing perspective and help them lead strategy and engagement.

The Solution

With MoEngage, Franki drove engagement with automation and personalization. From crafting standalone campaigns targeting customers based on specific segmentation metrics to creating elaborate customer journeys, automation and personalization helped them drive customer engagement. As a result, Average Session Duration increased from 1 min 25 sec to 7 min 8 seconds over the last 9 months, an increase of 524% overall.

Using MoEngage's Engage and Predict features, Franki was able to target customers who were likely to drop off with personalized notifications, reducing churn. This helped them boost retention rates from 1% to 13% over the last 9 months (an overall period increase of 1,200%), while keeping their Average CTR at 6-7%.

Franki could also easily analyze its campaign results and define the next best action that drove optimal customer engagement and experience. Using Predictions for Flows allowed them to optimize campaigns, and drive conversions of up to 13% compared to the average of 4-5%, an overall increase of 225%.



Products Used

- Segmentation**
Personalize experiences by creating nuanced [segments](#) based on behavior and action.
- AI-based Recommendation Sherpa**
Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).
- Customer Insights & Analytics**
Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Results

Franki was able to drive up customer engagement through automation and personalization. Overall, the brand was able to achieve the following in just 9 months:

- 12% increase in retention, while maintaining the average CTR at 6-7%
- 524% increase in average session duration
- 225% uplift in conversions for prediction-based video posted flows

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. 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 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 MoEngage's customer engagement platform can power your growth

[Get a demo of MoEngage today!](#)

To learn more, visit www.moengage.com.

