

Gathern Sees a 240% Uplift in Bookings Using Flows and Smart Recommendations

240%

Increase in the number of bookings

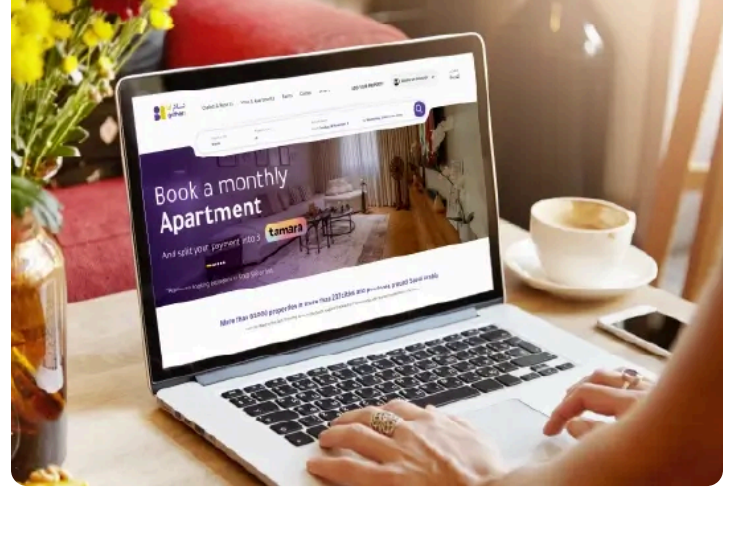
21.6%

Conversion rate for cart abandonment flows

About Gathern



Gathern is a peer-to-peer (P2P) vacation rental Platform licensed by the tourism ministry. Gathern offers guests a variety of vacation rentals at the tap of a button and enables hosts to monetize & utilize their property all hassle-free.



Before MoEngage, while we were communicating periodically with customers, however, the uniqueness of each communication was missing. With MoEngage, we have been able to use capabilities like JINJA templates to build curated communications leading to better engagement.



Hassan El-Tahan,
Vice President of Growth, Gathern, Gathern

Business Challenge

Before partnering with MoEngage, the brand was already working with another engagement platform. However, they faced several issues with their previous platform:

1. Gathern was able to utilize the platform to the fullest potential but did not get constant support from the platform's end.
2. The travel and hospitality brand was unable to customize its communication and many feature sets were limited to what was only present in the app, such as creative images for push notifications.
3. Gathern was unable to drive actionable insights using the previous platform.

Solution

The brand quickly onboarded MoEngage within a period of 8 weeks and was able to integrate MoEngage with other MARTECH platforms like mix panel and amplitude.

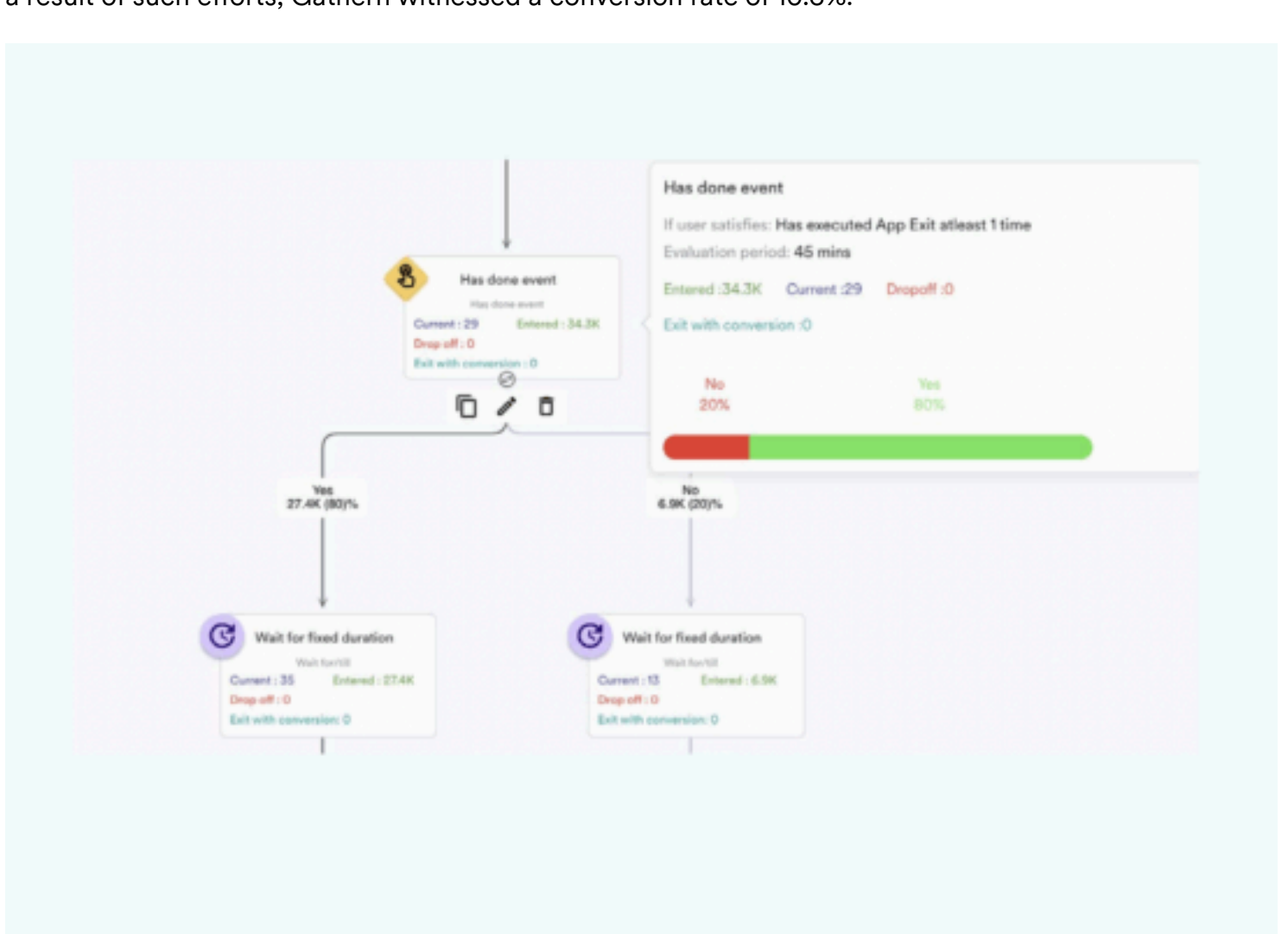


Building cross-channel flows to communicate periodically

Since onboarding, Gathern has been actively using flows along with all channels but WhatsApp to communicate with customers regularly. As a matter of fact, currently, the brand has 50+ active flows.

One of the event-triggered flows was to reactivate old customers. So the brand created a segment for users who had previously done a booking but had not been active for the last 28 days.

They also used conditional split to base their communication on what exactly the user was looking at. As a result of such efforts, Gathern witnessed a conversion rate of 10.6%.



Products Used

- Email Builder**
Create out-of-the-box, personalized emails that convert, with fastest and easiest [email builder](#).
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).

Results

With MoEngage, Gathern was able to:

- ✓ Increase the number of bookings by 240%
- ✓ Increase DAU by 772%
- ✓ Increase conversion rate for cart abandonment flows by 21.6%
- ✓ Increase conversion rate for old customer flows by 10.6%

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.