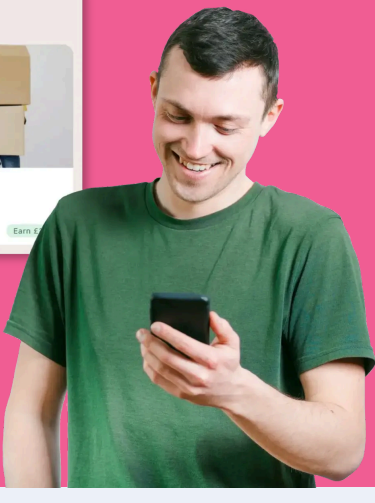
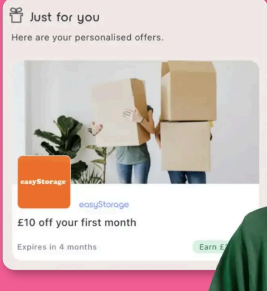


# Get My Slice Achieved an Industry-Record of 35% in Email Open Rates



35%

Uplift open rate

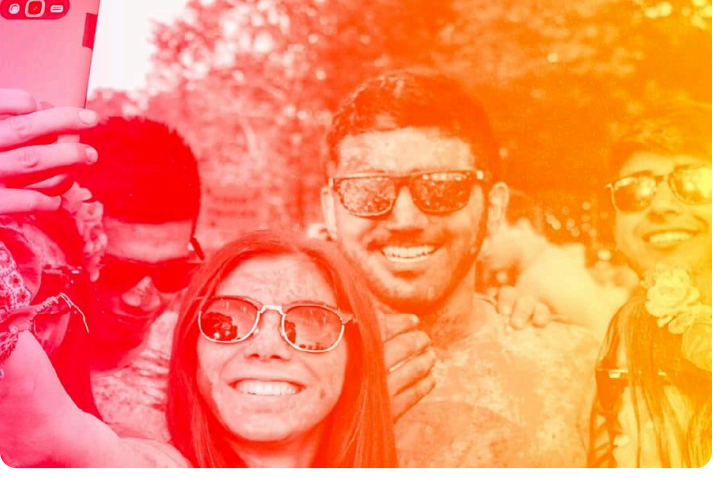
8%

Higher click-through rate

## About Slice



Get My Slice is a pioneer in the consumer data marketplace. Currently, they have launched a free app where users can access data rewards and other irresistible offers including cashback, freebies, discounts and much more. Whether you’re looking for food, electronics, fashion, beauty, travel, or something else, you’ll find it in its marketplace, which features over 2,000 brands.



We wanted a unified solution for communicating with app customers. MoEngage provided us with the best solution. It’s an easy platform to use, and the team is very responsive to any support required.



**Oliver Southgate,**  
CEO - Get My Slice, Slice

## Business Need

The Get My Slice team wanted a centralised platform for efficiently understanding customer’s app usage and performance and unifying data. They required a platform to transform data into actionable insights and enable the team to run highly personalised campaigns through email, push, text, and in-app messaging channels. The company aims to provide the best and most connected app experience possible throughout the customer journey.

## MoEngage Solution

Using MoEngage, Get My Slice eliminated a number of tools and consolidated in-app data into a single location. The platform’s ability to ingest data from disparate sources has provided the team with a clear and comprehensive view of their app customers.



## Delivering highly personalised experiences for every customer

The actionable insights, combined with the platform’s built-in and advanced segmentation and multichannel capabilities, enabled them to deliver highly personalised messages to each customer in real-time, significantly increasing engagement.



## Products Used



**Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your [customer’s journey](#).

## Unified Solution for a 360-degree Customer View

Get My Slice has achieved an **outstanding open rate of 35%**, which is **289% higher** than the **industry benchmark** on email alone, and a healthy average **click-through rate of 8%** in **push notification** campaigns.

## 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](http://www.moengage.com).

