

How Empiricus Increased Customer Retention by 135% with Automated and Personalised Journeys

135%

increase in new customer retention

1

New Product Launched

About Empiricus



Empiricus is Brazil's largest financial publisher, with +450K subscribers and +1M monthly readers. They provide investment advice to their clients and offer finance content via subscription, and publish new suggestions or updated investment reports weekly.



New user retention is the first true litmus test for any SaaS company. MoEngage's full suite of customer engagement tools helped us exceed industry benchmarks for new customer retention. It enabled us to keep track of our new users by designing engagement flows that were laser-focused on our main goals of increasing engagement and retention.

Vinicius Bazan,

Head of Product - Empiricus, Empiricus

Business Need

Improve free new app customers' engagement and retention

Empiricus provides free content to help new customers decide whether to subscribe to their investment reports. These materials include free beginner courses, financial market analysis, news, and tools such as a real-time stock market index. However, new customers found it challenging to extract value from this journey, leading to app uninstallation. The growth team at Empiricus knew they needed to devise a strategy to address this issue and increase their chances of converting these free customers and keeping them engaged with the app for extended periods.

MoEngage Solution




Intuitive customer engagement platform for real-time cross-channel communication

Empiricus launched a campaign called 'The 7-Day Challenge'. A new onboarding strategy to encourage new customers to discover in-app features through gamification. Customers who completed the five-mission challenge in 7 days or less received free access to Empiricus' monthly Essential Investment report series. Among the missions were registration in the app, reading free reports, watching one of the courses, and accessing the stock index section.

Empiricus enabled MoEngage's smart journey orchestration called Flows to ensure the success of this new initiative. This provided visibility into each customer's performance and automatically delivered cross-channel communications (push and in-app notifications) on daily missions. The team also personalised messages to encourage engagement and gave prizes to those who completed the mission.

Implementing a new onboarding strategy using MoEngage's Flows gave Empiricus a new product idea, which was launched as a result of this initiative.

Products Used

- 
In-app Messaging
 Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- 
Push Amplification +
 Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).
- 
Customer Journey Orchestration
 Create unique, seamless experiences at every stage of your [customer's journey](#).

The Result

- ✓ 135% Increase in new customer retention
- ✓ 1 New product launched

Empiricus enabled MoEngage's smart journey orchestration called Flows to ensure the success of this new initiative. This provided visibility into each customer's performance and automatically delivered cross-channel communications (push and in-app notifications) on daily missions.

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.