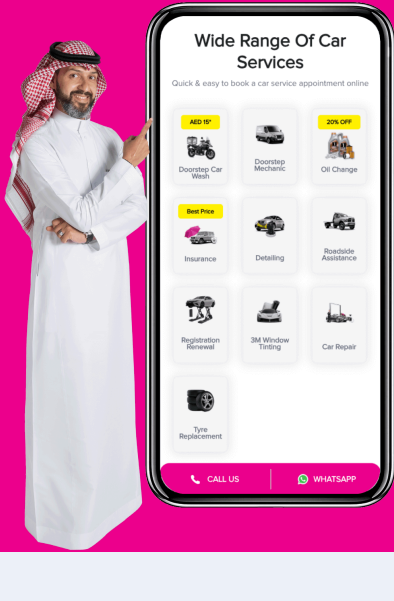


How MySyara Increased its Monthly Retention from 2% to 15%



2% to 15% Increase in monthly retention	12% to 40% Increase in email opens	20% Increase in app activation
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About MySyara

mysyara

Mysyara is an on-demand car care and technology company. From mobile car washing and detailing to oil changes, diagnostics, and on-time servicing, MySyara offers a convenient, trusted, and professional service.



“In UAE, one of the biggest asset is a car. Customers really prefer and appreciate if a personalized experience is provided to them, when it comes to car detailing. This is where we intend to leverage MoEngage's capabilities and engage with our customers to retain our North Star Metric, i.e. Monthly Active Users (MAU)

Omar Ismail,
Marketing Manager, MySyara

“, MySyara

Business Challenge

One of the biggest challenges faced by MySyara was scheduling its push notifications campaigns. While they were actively using push notifications to communicate with their customers, there wasn't much segmentation in terms of events and users available.

MySyara at the same time wanted to stand out in its communication. In a market where most of the emails are about discounts, they wanted to create more engaging and interactive emails.

MoEngage Solution

The marketing team at MySyara used MoEngage to send out hyper-personalized communications across channels like Email, SMS and Push Notifications.

With Email, MySyara started informative email campaigns that resulted in higher open rates and CTOR.



Increasing monthly retention from 2% to 15%

Through push notifications and various journey orchestration, the brand was also able to increase its app and user activation by 20% and increased its retention rate.

With the help of CELP program by MoEngage, the on-demand car service brand also built dissonance campaigns.



Products Used

-
- 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.
-
- 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](#).
-
- Customer Insights & Analytics
Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Result

Using MoEngage, MySyara was able to:

- Increase monthly retention from 2% to 15%
- Increase email open rates from 12% to 40%
- Increase app and user activation by 20%
- Increase in CTR by 10% in Dissonance Campaign

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.