

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

About 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

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 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.

