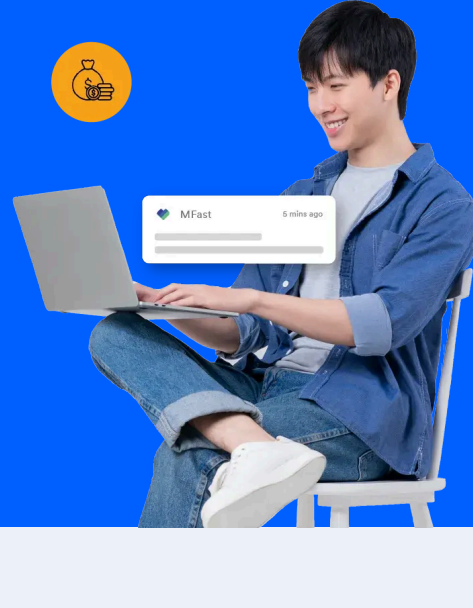


## MFast Moves The Conversion Needle by 38% With Personalized Engagement



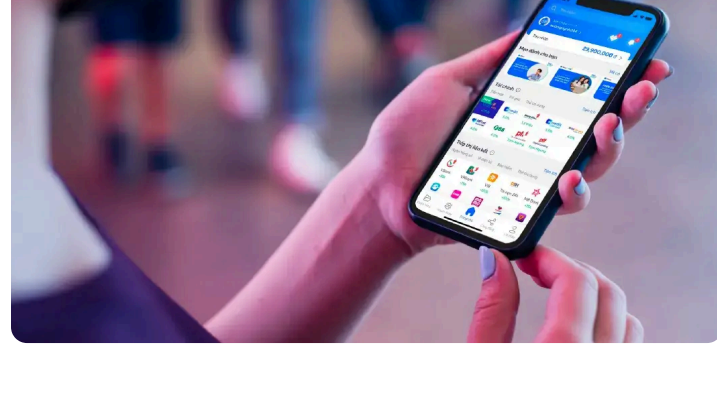
**44%**  
Increase in DAUs

**39%**  
Increase in MAUs

### About MFast



MFast is a leading tech-enabled agent banking network that aims to democratize financial access to the underserved population in Vietnam and across emerging Southeast Asian countries. Financial agents can use the MFast application to earn extra income by introducing consumers needing financial assistance, non-life insurance products, and other utility packages.



The hands-on support provided by the MoEngage team made the integration process smooth and seamless. The post-integration support in implementing desired features has helped us achieve our goals. Apart from the support extended, I love how intuitive and easy it is to use the platform. At MFast, we utilize channels like in-app and push to drive the right product recommendations to users, thus optimizing their chances of earning income by picking the right jobs.

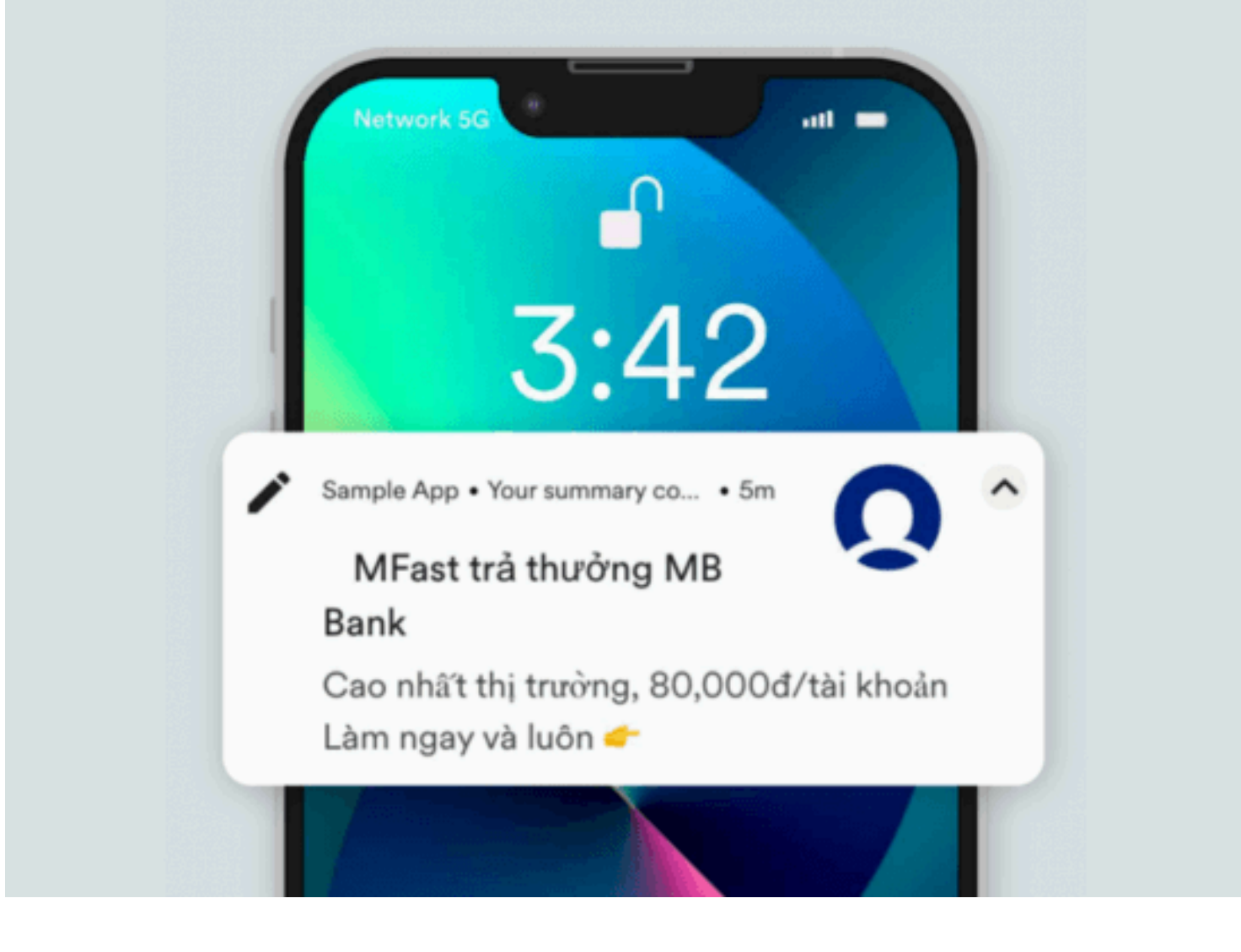
**Hoang Nguyen,**  
Head of Marketing and Communications, MFast

## Business Challenge

MFast faced challenges in guiding newly onboarded users, understanding user behavior, and personalizing communications sent to users.

## Solution

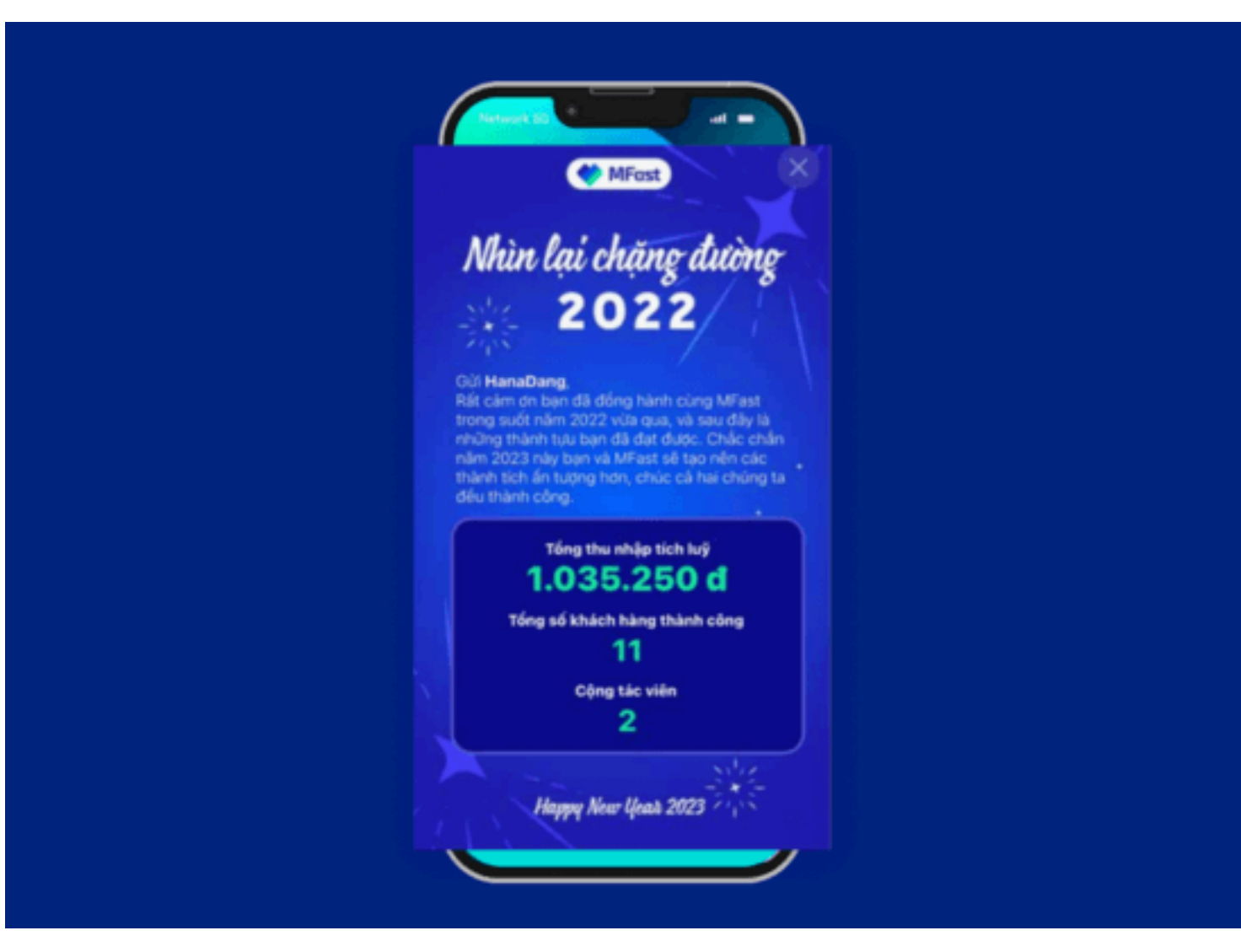
MFast leveraged MoEngage's all-in-one omnichannel customer engagement platform to phase our point solutions used to send emails and push notifications. In addition to simplifying its tech stack, MoEngage's drag-and-drop editor also helped them reduce dependencies on its tech and design teams.



## Reminding customers of value accrued through personalised in-app messages

To show existing customers the cumulative value and opportunities they have generated for themselves using MFast, the team designed a personalized in-app notification. The in-app message was personalized to convey how much income was generated in 2022 and how many clients and agents were converted.

Using attributes across the customer's lifecycle, like the number of sessions and conversions, MFast personalizes the message copy.



## Products Used

- In-app Messaging**  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your [customer's journey](#).

## The Results

With MoEngage, MFast was able to:

- ✓ Improve engagement by relying on an integrated engagement solution instead of numerous point solutions
- ✓ Reduce risk of data siloing due to using an all-in-one customer engagement platform
- ✓ Automate omnichannel campaigns and flows in real-time

## 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).