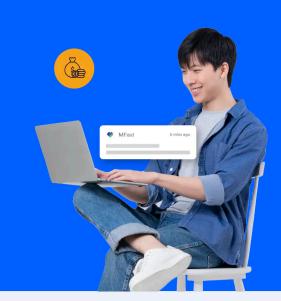
### **MFast Moves The Conversion** Needle by 38% With Personalized Engagement



44% Increase in DAUs

Increase in MAUs

39%





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.





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,

The hands-on support provided by the MoEngage team made the integration process

Head of Marketing and Communications, MFast

## personalizing communications sent to users.

**Business Challenge** 

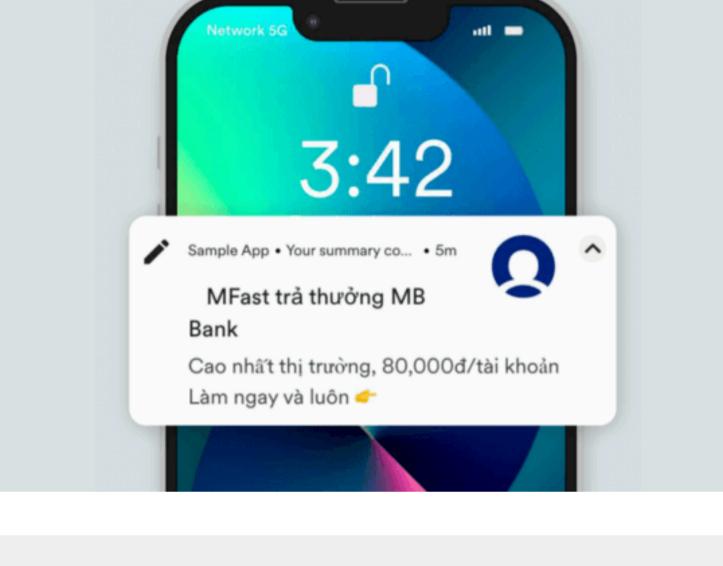
MFast faced challenges in guiding newly onboarded users, understanding user behavior, and

#### point solutions used to send emails and push notifications. In addition to simplifying its tech stack,

Solution

MoEngage's drag-and-drop editor also helped them reduce dependencies on its tech and design teams.

MFast leveraged MoEngage's all-in-one omnichannel customer engagement platform to phase our



### were converted.

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

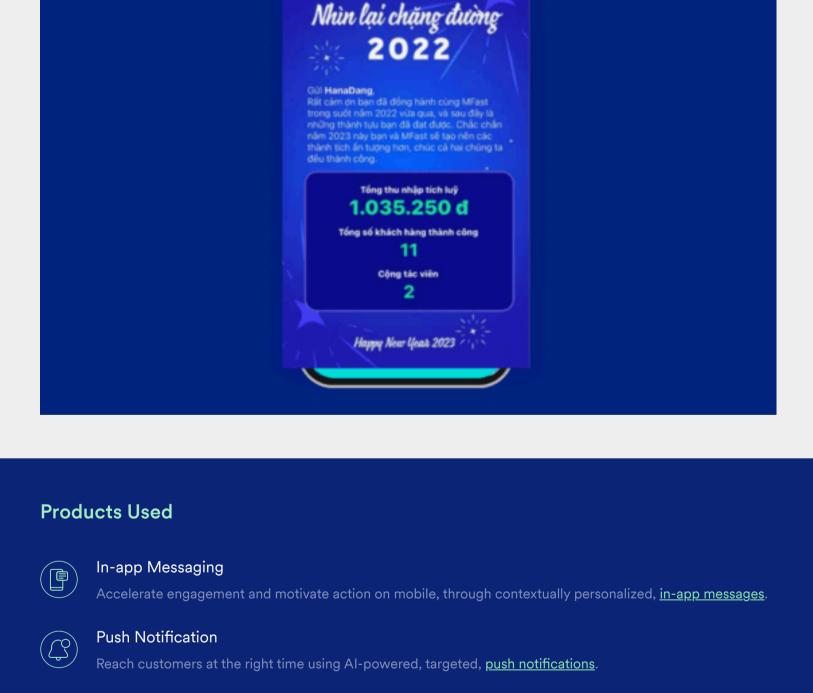
personalized to convey how much income was generated in 2022 and how many clients and agents

using MFast, the team designed a personalized in-app notification. The in-app message was

Reminding customers of value accrued through personalised in-app messages

To show existing customers the cumulative value and opportunities they have generated for themselves

MFast



#### **Customer Journey Orchestration** Create unique, seamless experiences at every stage of your <u>customer's journey</u>.

The Results

With MoEngage, MFast was able to:

personalizes the message copy.

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

# MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over

**About MoEngage** 

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,

Automate omnichannel campaigns and flows in real-time

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

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

Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads,

To learn more, visit www.moengage.com.

Platforms for B2C Enterprises 2023.