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OYO Boosts Push Notification Delivery by 44% Using MoEngage

44%
Increase in delivery
rates for Xiaomi Devices

25%
Uplift in overall push
notification campaign delivery rates

About OYO

Opening its doors in 2013, OYO Hotels and Homes, a young hotel startup, today is the world's leading chain of hotels and homes. OYO today operates in over 800 cities in 80 countries, including the U.S., Europe, U.K., India, Middle East, Southeast Asia, and Japan.

> MoEngage stitches together all channels seamlessly and complements them with features like Dynamic Product Messaging, Advanced Analytics, Intelligent Delay Optimization, and Push Amplification™.
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The Problem

Oyo sent personalized hotel recommendations and price offers to customers through SMS, emails, and especially push notifications. However, OYO faced a characteristic problem. The delivery rate of Chinese OEMs such as MI devices was abysmally low. Considering that over 17-20% of OYO users used Xiaomi devices, OYO witnessed low delivery rates. It was less than 30% for active users. As the overall adoption of Xiaomi devices grew, OYO had to find ways to increase the delivery rate for Xiaomi devices.

Improving the Overall Delivery Rate

OYO employed MoEngage's Push Amplification™ Plus to improve its push delivery rate while personalizing messaging to send offers and discounts to users based on their app usage. With MoEngage Push Amplification, OYO was able to improve its delivery rate by 44% for Xiaomi devices and saw an increment of 25% in their overall campaign notification delivery. Using this feature, the brand was able to deliver its push notifications to users who owned a Xiaomi or any other Chinese smartphone. MoEngage's Push Amplification offers a unique fallback mechanism to deliver notifications at a later time in case the FCM fails. This helped the brand in reaching more users and ensure users never miss an update from OYO. An overall boost in push notification delivery also supported in converting more users eventually.

Dynamic Product Messaging to Personalize Notifications

Once the push notifications were getting delivered, OYO wanted to employ personalization. Using MoEngage's Dynamic Product Messaging (DPM), the brand decided to engage active as well as dormant users using their search and booking history to offer the right message at the right time. Eventually, the brand improved the engagement at the userlevel by offering communication that included hotel attributes and user behavior within the app.

Products Used

Push Templates (Cards)
Deliver impactful content right into inboxes and personalized feeds with Deliver impactful content right into inboxes and personalized feeds with cards.

MoEngage Analytics
Create omnichannel, personalized experiences using AI-powered analytics.

Push Amplification +
Deliver push notifications to more customers with proprietary Push Amplification™ Plus technology.

The Result

To make customer engagement more dynamic, the OYO Rooms team utilized MoEngage's dynamic messaging feature that customized communication based on customer actions and behavior. They employed smart triggered push notifications to send offers and discounts to customers based on their usage of the app. ● 44% improvement in delivery rates for Xiaomi devices ● 15% boost contributed via Push Amplification™ Plus ● 2x higher CTRs using personalized notifications ● 25% improvement in overall push notifications campaign OYO was facing low delivery rates on Chinese OEMs such as MI devices. With increasing adoption of Xiaomi devices, the team was keen to increase the delivery rates for them. With MoEngage's Push Amplification™ a fallback mechanism was set up to deliver notifications at a later time if the FCM fails. Once the push notifications were getting delivered, the team decided to employ personalization. Using MoEngage's Dynamic Product Messaging, they were able to engage active as well as dormant customers by offering them the right message at the right time, using their search and booking history.

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.