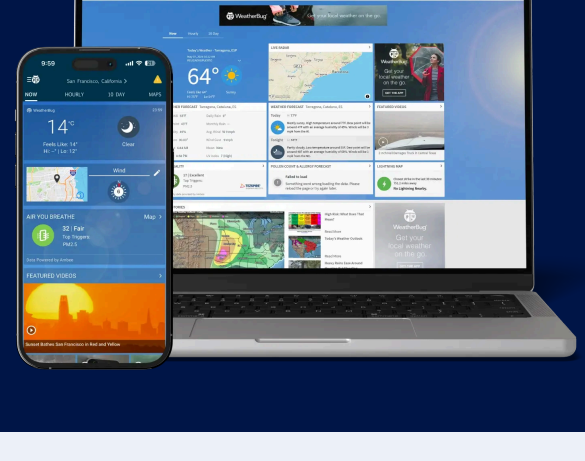


# WeatherBug Drives Customer Loyalty with 27% Boost in App Re-engagement Rate



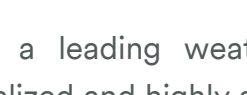
**27%**

Conversion Rate

**11%**

Uplift in Customer Retention Rate

## About WeatherBug



WeatherBug is a leading weather application, offering personalized and highly accurate weather data that is hyper-localized, providing consumers with tailored and reliable forecasting information. With over 15M monthly engaged users across web, app, and digital channels, WeatherBug gives consumers real-time information about significant weather events, lightning strikes, and forecasts, empowering consumers worldwide with actionable insights for everyday planning and proactive preparation.



MoEngage's strategic approach enabled WeatherBug to achieve an impressive 27.32% conversion rate, signaling a remarkable resurgence in customer engagement and solidifying a robust re-engagement strategy while maintaining a steady reduction in uninstall rates.



**Tamires Peixoto,**  
Marketing Manager, WeatherBug, WeatherBug

## Business Challenges

WeatherBug grappled with manually setting up push notifications, limited audience selection, and the need for more personalization.

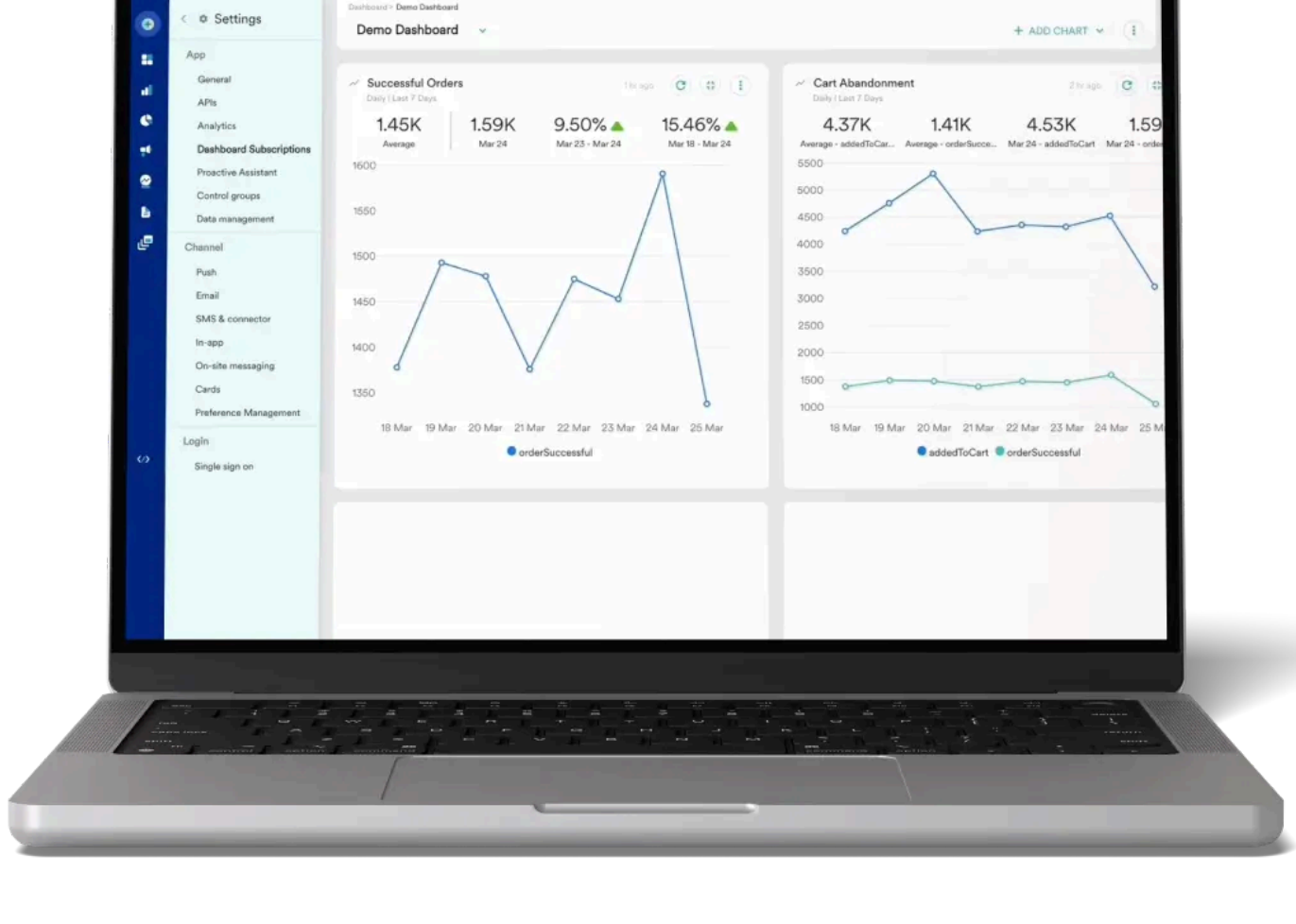
However, the integration with MoEngage resolved these issues, enabling WeatherBug to send personalized push notifications.

This helped them improve audience targeting, curate re-engagement campaigns successfully, and foster a more dynamic and responsive community of users.

## MoEngage Solution

MoEngage provided WeatherBug with the capabilities of sending recurring push notifications, improving audience selection, and campaign optimization.

Adding campaign tags enhanced visibility, and the user-friendly, custom dashboards simplified the end-to-end marketing process. They also facilitated continuous monitoring and optimization of engagement strategies.

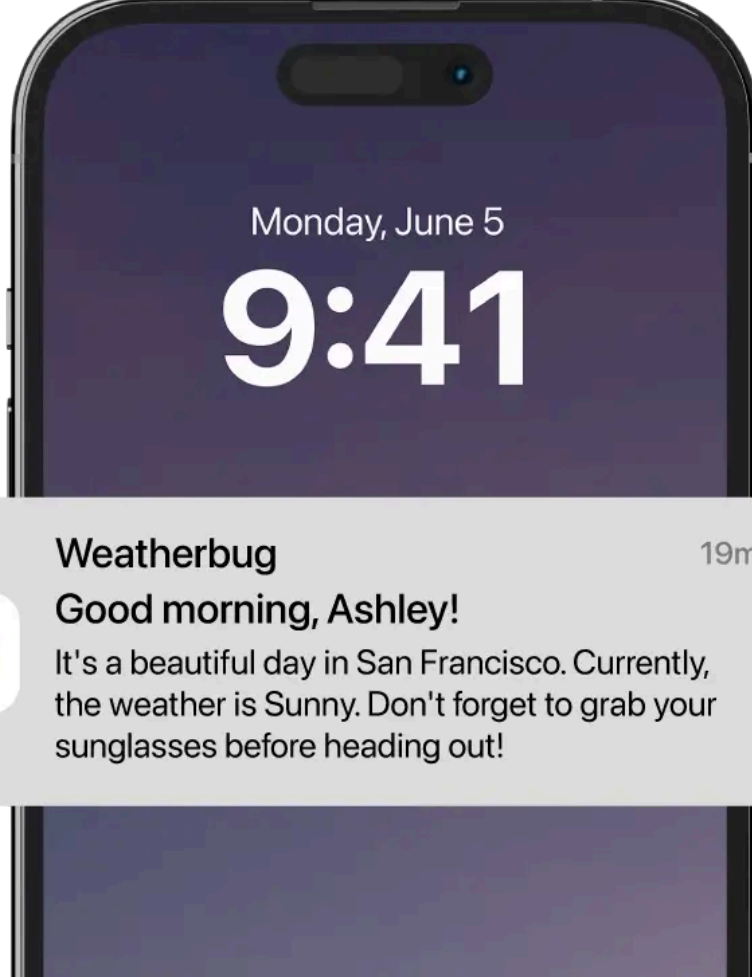


## Re-engaging customers through personalized communication

Personalization was introduced through in-app and push messages.

The re-engagement campaign, targeting customers who were inactive for 5 days, achieved great conversions, re-engaging 220,000 customers.

Uninstalls remained steady at the rate of 84, showcasing a successful retention strategy.



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

## Results

WeatherBug was able to improve its marketing efforts and resolve customer engagement challenges. Overall, the brand was able to achieve the following:

- ✓ 27% Conversion Rate
- ✓ 11% Uplift in Customer Retention
- ✓ 27% Win Back Rate via Re-engagement Campaigns

## 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 over 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).

