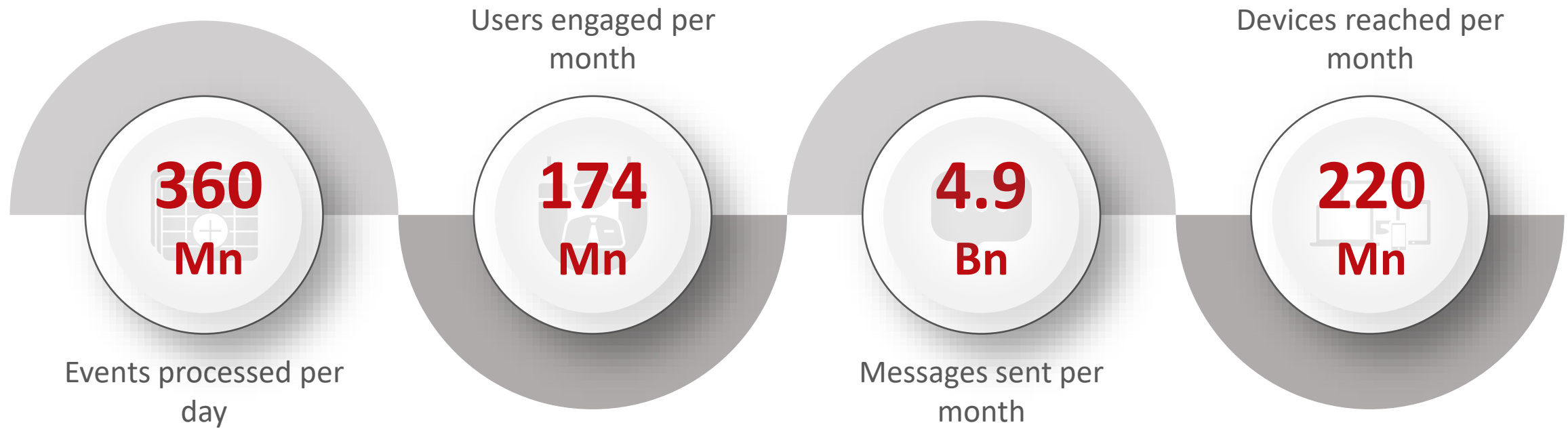


The Omnichannel Marketing Suite Purpose-built for User Retention

Date : 16th June 2021

We are trusted by world's leading brands





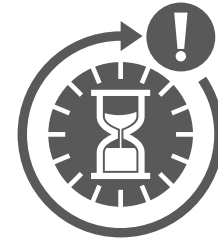
Top challenges for a modern-day marketer



Low Retention Rate /
High Churn



Fragmented or Siloed
Data



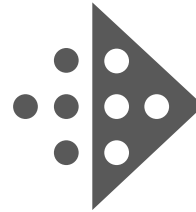
Lack of Real-Time
Campaign Delivery



Top challenges for a modern-day marketer



Inability to deliver
personalized experience

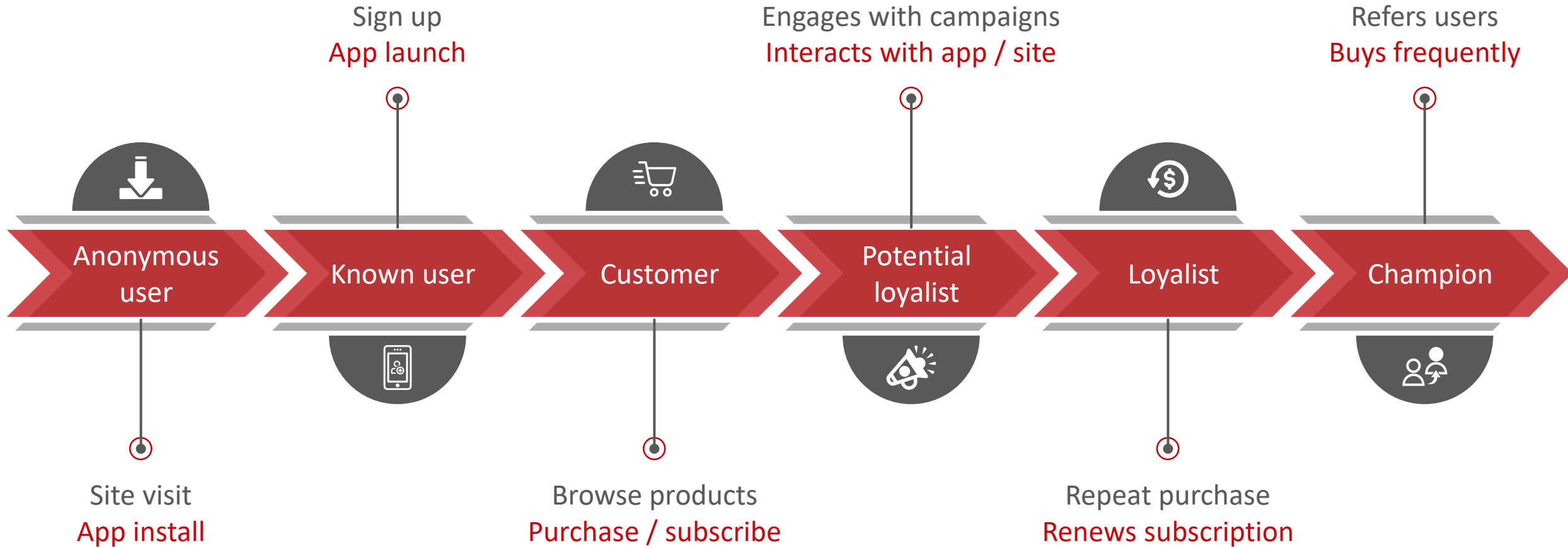


Inconsistent cross-channel
engagement

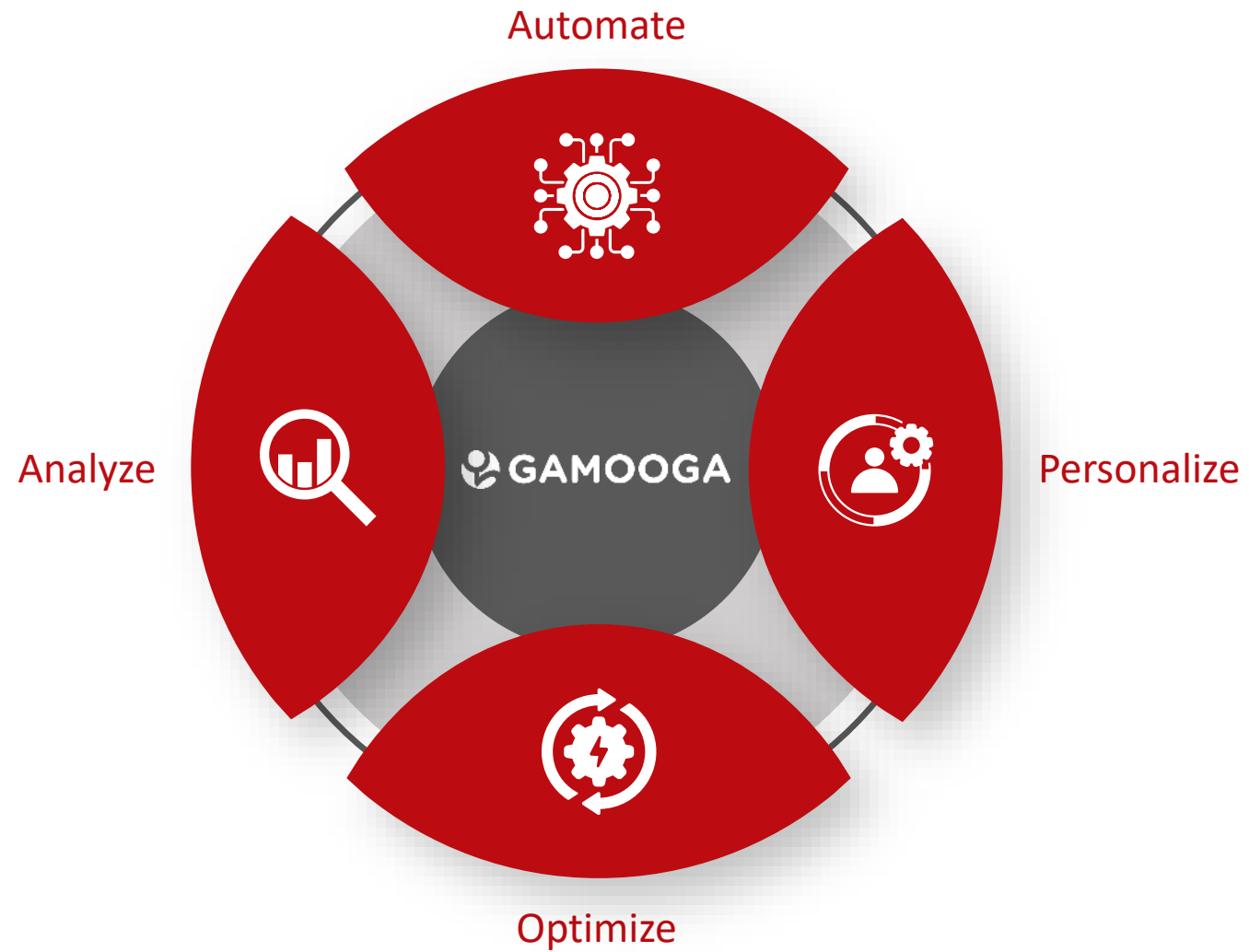


Asynchronous reporting and
analytics

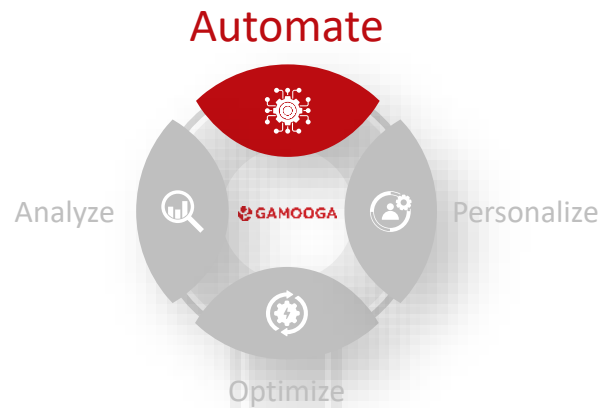
Winning customer attention



Engagement that retains customers



Visual canvas to automate engagement



Create long term engagement campaigns on a visual canvas with Journey Builder. Stitch together your engagement campaigns that connect users across channels like email, push notification, SMS, In-app messages, web messages, amongst others.

The screenshot shows the 'Adhoc Campaign / Create' interface. At the top, there is a 'Campaign name' field with the placeholder 'Enter your campaign name' and an 'Execution' dropdown menu set to 'Simulate / Run'. Below this, a flowchart is displayed with four steps:

- Event - 1**: Did: added_to_cart
- Event - 2**: Did: charged (connected to Event - 1 via a 'Yes' decision node)
- Action - 3**: Email: Thank you (connected to Event - 2 via a 'Yes' decision node)
- Action - 4**: Http Request: contest-sms (connected to Action - 3 via a 'Yes' decision node)

A vertical toolbar on the left side of the interface contains various icons for navigation and editing.

Personalization at scale

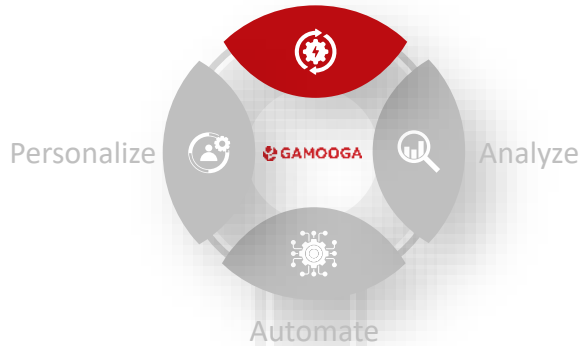


Send contextual, targeted, and personalized messages to each user based on their behavior, preferences, and affinity. Deliver 1:1 communication to millions of users with Gamooga.

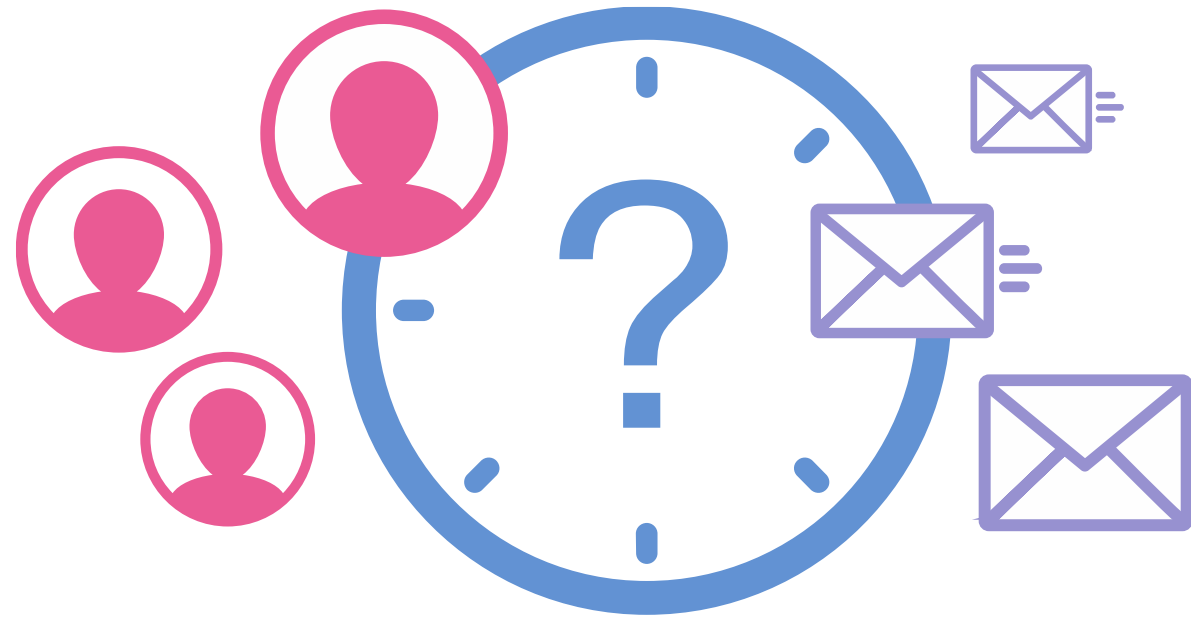


AI / ML-powered campaign optimization

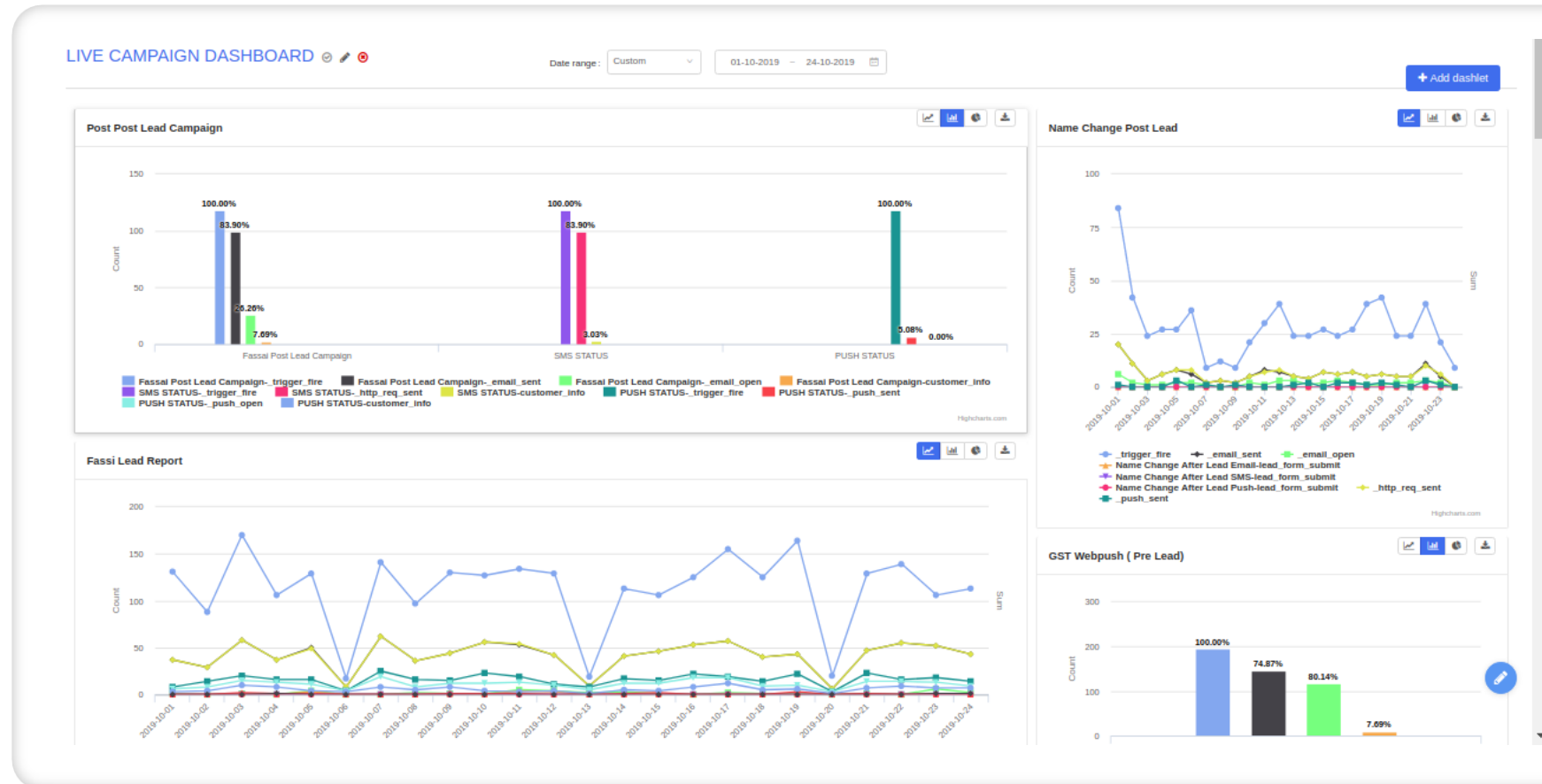
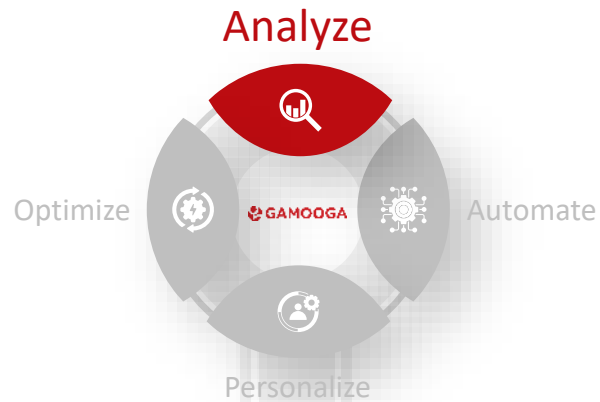
Optimize



Leverage the power of AI/ML to send campaigns at the right time, on the right channel for each user. Cultivate an environment to experiment with campaigns, messaging via AB testing.



Comprehensive and fully customized reporting



Do more with your data. Analyze customer data, schedule reports, visualize campaign performance data, or set up email alerts with comprehensive and fully customized reports in Gamooga.

Gamooga Tech Stack: Under the hood

Drive user retention and revenue growth

Omnichannel Customer Retention Suite



Omnichannel Journeys



AI/ML Powered Campaign Optimization



Marketing Automation



Personalization at Scale



Geolocation Targeting



AB Testing

Segment users for contextual engagement

Advanced Segmentation Engine

Live User Segments, Adhoc Segments

Analytics for data-driven insights

Real-time Campaign and User Behavior Analytics

Fully Customized Reporting with SQL and Big Data Queries

Unify customer data for a single view

Customer Data Platform



Website



App



CRM



Data Lake

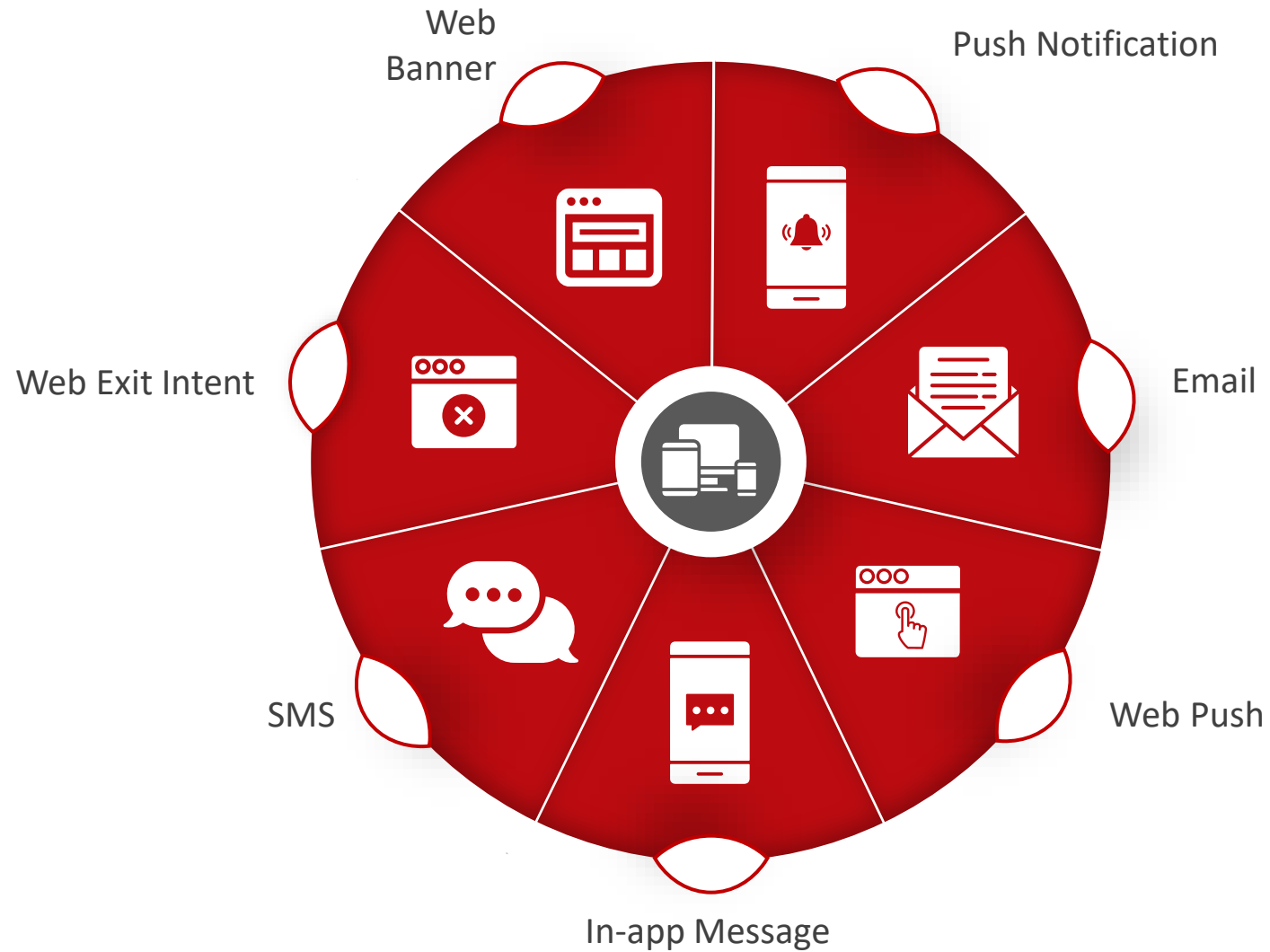


Call Center



POS Systems

Unified engagement across channels

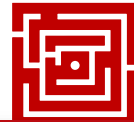


RedBus case study



THE COMPANY

redBus is India's largest online bus ticketing platform that has transformed bus travel in the country by bringing ease and convenience to millions of Indians who travel using buses.



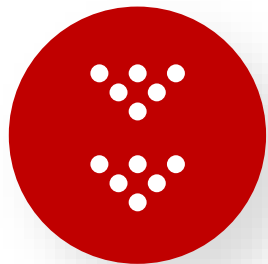
CHALLENGE

- Persistently high booking abandonment Rate
- Lack of personalization in campaign content



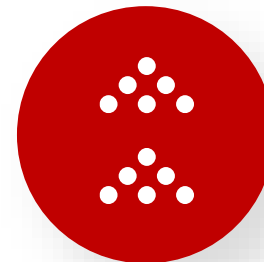
SOLUTION

Personalize the user experience by integrating data from multiple sources like call centre, website, the redBus app amongst others.



33% DROP

In booking abandonment rate



40% INCREASE

return-trip booking within six months

