Healthtech Company Matida Reduces Funnel Drop-Offs By 40% In 5 Months With The WebEngage Startup Program

Industry	**Founded in**	**HQ**
Healthcare	2023	Vietnam

With healthcare, innovations are harnessing the power of digital technology to create transformative solutions. Matida, a health tech company, is changing the narrative by dedicating itself to empowering expectant mothers with proper knowledge and resources for pregnancy.

Every pregnancy is unique, as are the needs and challenges of the mother and the baby. Matida raises the bar for caring for mothers and children by giving them the right information during their pregnancy journey. Hence, engaging and retaining users through the journey becomes critical.

This is why Matida joined hands with the **WebEngage Startup Program** to start its journey with retention-led growth. The brand wanted to ensure every user gets the best experience and bridge the communication gap with personalized engagement.

About Matida

Matida is a revolutionary health tech mobile application designed for expectant mothers in Southeast Asia. It provides a comprehensive pregnancy tracking experience, and users can access valuable insights and support throughout their journey, from the earliest signs of pregnancy.

Matida is dedicated to empowering moms-to-be with the right knowledge, resources, and support to navigate their path confidently and joyfully. Specifically designed for pregnant women, the innovative app offers:

- High-quality content tailored to individual needs
- Targeted and relevant information in engaging formats
- An intuitive and user-friendly interface
- Smart features that connect mothers with essential services
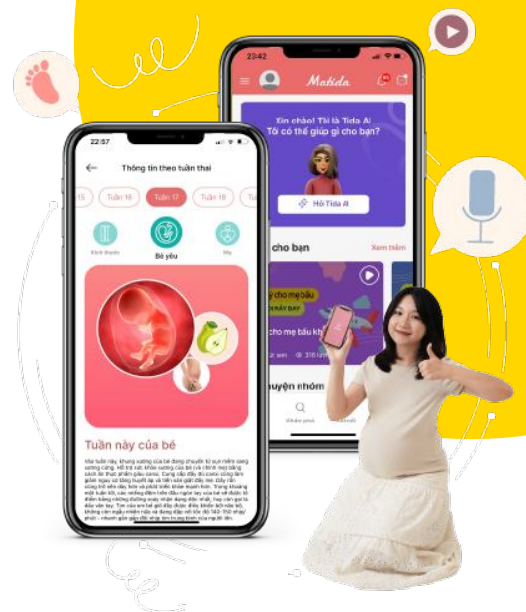
Recognizing that health includes physical and mental well-being, Matida also promotes the mental health of young women. Their mission is to make motherhood a truly joyful experience.

By combining convenience, personalization, and expert advice, Matida offers an all-in-one solution, streamlining prenatal care and empowering moms-to-be to feel confident and prepared without the hassle of navigating multiple apps or services.

" Thanks to the WebEngage Startup Program, our user engagement efforts have become more effective with personalized campaigns and streamlined processes, leading to reduced manual work, lower churn rates, and an enhanced app experience. "

Stephanie Stadler | in
Co-Founder & CMO, Matida

Objectives

- Implement personalized engagement strategies for different user segments to enhance user experience and drive retention.
- Develop reactivation strategies to prevent user churn among inactive segments and re-engage them effectively.
- Driving feature adoption and improving product engagement by showcasing value-added features and functionalities.
- Enhance onboarding processes and optimize user experience post-sign-up.

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Challenges

- Identifying user behavior indicating disengagement, accurately segmenting inactive users, and crafting targeted reactivation campaigns.
- Designing a user-centric onboarding experience to ensure a smooth user journey and reduce drop-offs.
- Designing a personalized omnichannel journey to engage expectant mothers with useful information & resources and enhance their overall app experience without being intrusive.

Solution

Collaboration with the WebEngage Startup Program (WSP)

The Matida team has successfully leveraged its partnership with the WebEngage Startup Program to fuel its growth. By utilizing the WebEngage platform, Matida has seen significant results in driving user sign-ups and retention. Here's how Matida effectively leverages the platform with the help of WebEngage advisors.

Tailored Pregnancy Weekly Reminders via Journey Designer

- Matida devised a strategic approach to ensure timely and relevant engagement without overwhelming its users.

- Matida sends weekly push reminders to expectant mothers starting from week 4 all the way through to week 40 of their pregnancy.

- The journey is seamlessly initiated when users enter the segment 'Baby Week Changes' (where the value is more than 1), which triggers the weekly push notifications

- These notifications are thoughtfully scheduled between 8 a.m. and 10 a.m., a time frame carefully chosen to coincide with users' daily routines, ensuring maximum attention and engagement.

- ✓ This approach not only keeps expectant mothers informed with crucial updates but also ensures that moms are engaged timely with useful information and resources to track their and their baby's health and improve their pregnancy experience.
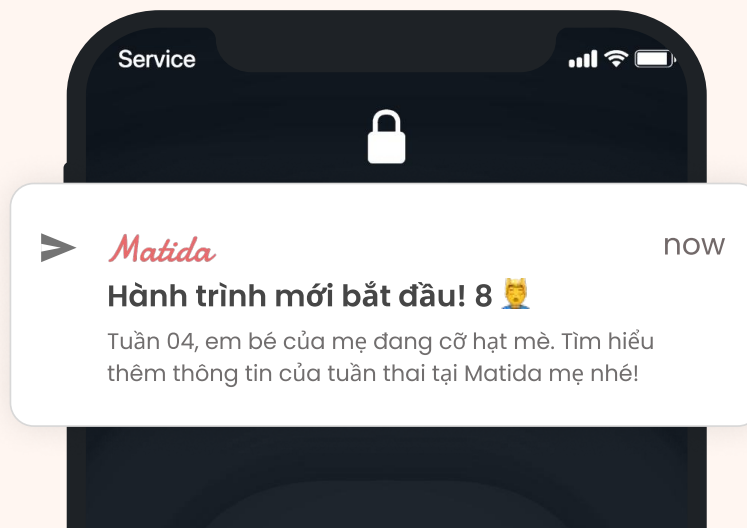
Impact

Matida's tailored pregnancy journey notifications have yielded impressive outcomes, with a **unique conversion rate of 77.78% and 73.80%** within the Control Group (CG).

These figures underscore the effectiveness of Matida's personalized approach in engaging expectant mothers throughout their pregnancy journey.

Reactivation Strategy: Preventing Churn Among Inactive Users within last 7 & 14 Days

- ✓ Matida strategically implements reactivation push notifications targeted at users who have been inactive for the past 14 days, effectively re-engaging them with the application.

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- ☑ By reaching out to this specific segment of inactive users, Matida successfully brings them back into the fold, driving increased user activity and retention. This proactive approach not only prevents churn but also revitalizes user engagement, ultimately contributing to the sustained growth and success of the brand.

Driving Feature Adoption on the Matida App

- ☑ Matida prompts users with a warm and engaging push notification, inviting them to explore the **'Newborn mode'** feature within the app, which can be turned on or off.

- ☑ Hence, it allows moms to track their child's developmental milestones better.

- ☑ By encouraging users to switch to Newborn mode, Matida aims to provide a more personalized experience tailored to the needs of new parents. This approach promotes feature engagement and underscores Matida's commitment to supporting parents through every stage of their child's development.
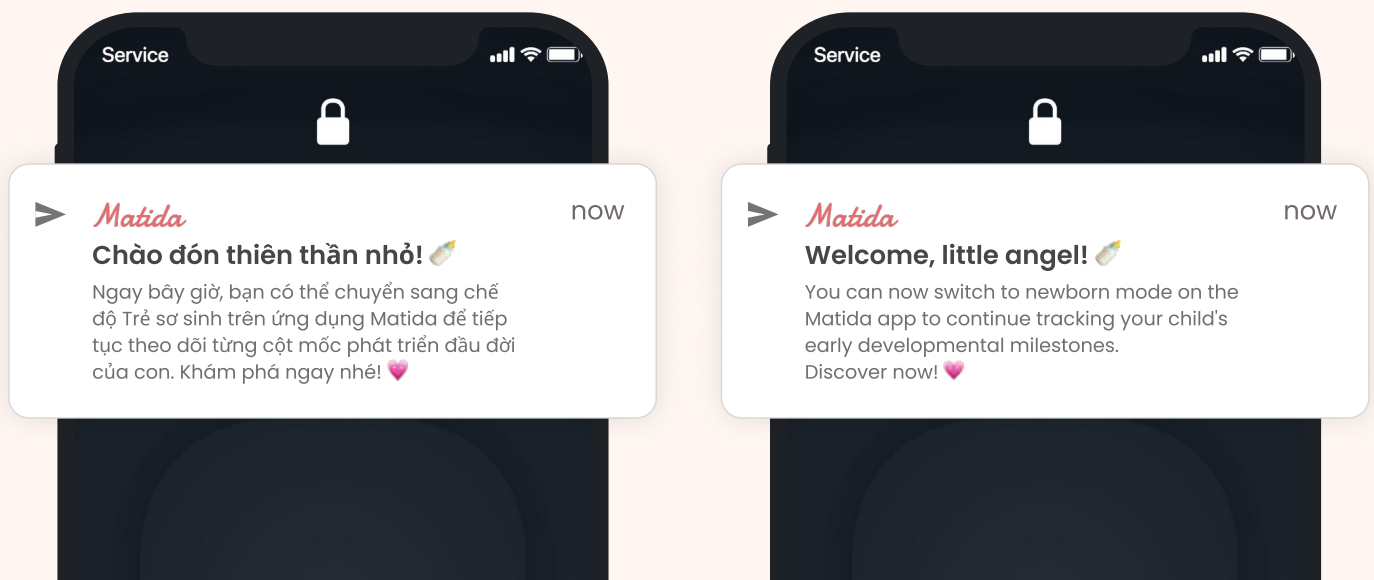
Tailored Engagement Journey Post Sign-up

For Matida, providing a better **onboarding experience** to its users (mothers) while they prep for their longer journeys ahead) becomes important. Hence, the brand sends informative and engaging alerts using the following:

Targeted Engagement:

- Matida focuses on re-engaging its users to better track their children's health.

- They use WebEngage's Journey Designer feature to create a seamless engagement plan.

- English-speaking users receive English push notifications, while Vietnamese-speaking users get tailored Vietnamese pushes.

14-day Engagement Journey:

- Matida's engagement journey spans 14 days post-sign-up.

- This duration aims to maximize user engagement and conversions by sending relevant and personalized push notifications that elevate a mother's experience while using the app and ensure it is not intrusive and overwhelming.

Service   now

Matida

Hi Mommy!

Your baby is growing sooooo fast! Find out more!
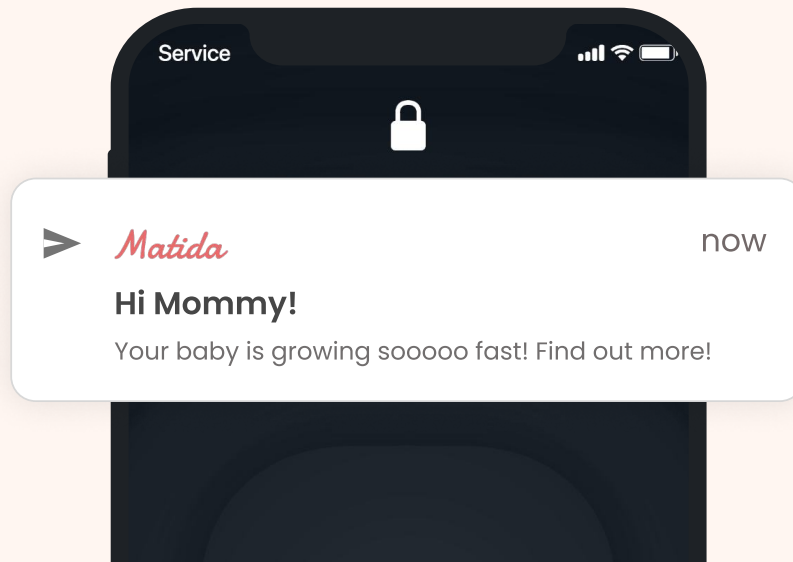
Results and Impact

- User engagement: A **57% boost in app install-to-signup conversion rates** via app push notifications.

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- ✓ Reduce funnel drop-offs: Streamlined onboarding to nurture users contributed to a noticeable uptick in the sessions started by users, which has helped the **drop-off rates decrease by 40%** within five months.

- ✓ Upto **77% boost** in repeat rates/user sessions.

Conclusion

The partnership between WebEngage Startup Program and Matida, a revolutionary health tech app, showcases a remarkable union in the digital health industry.
The program's exceptional customer support was a crucial catalyst for Matida's growth. It provided prompt expertise that seamlessly integrated WebEngage's features.

The intuitive and user-friendly WebEngage dashboard empowered Matida to create tailored experiences and build a thriving community of expectant mothers.
By combining forces, WebEngage Startup Program has not only met but surpassed Matida's expectations, demonstrating the profound impact of a customer engagement platform and innovative technology in driving success in the health tech industry.

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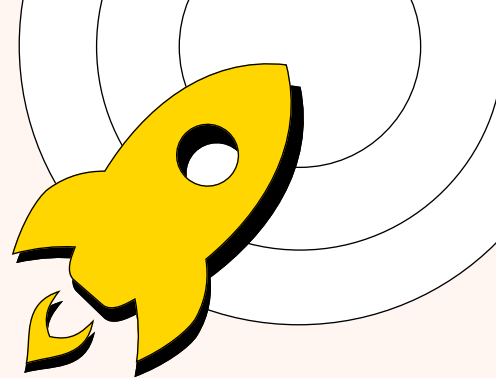
WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth $25000, alongside dedicated customer success.

The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from day one, thereby paving the way for building sustainable business.

What's in it for startups?

- Free full access to WebEngage's marketing automation platform for six months.
- $25,000 in FREE credits to execute campaigns across Email, SMS, WhatsApp, Push notifications, and more digital channels.
- Dedicated customer onboarding and success managers.
- Access to exclusive founder and mentor community.
- Expert-led masterclasses on growth, customer retention, and much more.

To start your journey with the WebEngage Startup Program

Apply now

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