

# Engage customers smarter, across every channel, in real time

Ayoba needed to engage millions of users across Africa with automated and targeted messages responding to user behaviors in real-time.

## Netmera provided

### >Unified data

Consolidated data for targeted segments based on behavior and preferences

### >Rich push notifications

Replaced basic text with daily updates tailored by region language

### >Campaign automation

Identified user patterns and auto triggered relevant messages

### >In-app messaging

Automated marketplace launch notifications that drove user registrations

## The impact

Ayoba's team proactively engages users rather than reacting to missed opportunities, resulting in significant retention growth rates while scaling across diverse markets.

Leading Customer Engagement and Growth Platform

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**netmera**