

Insider × MODO

MODO achieves **70% higher open rates** using AI-backed cross channel marketing solutions





## Reliability, innovation, and performance

Thanks to the partnership with Insider, we have the technology to deliver and automate the right message to the right audience at the right time through channels such as push notifications, newsletters, and in-app messages, increasing engagement rates and gaining efficiency along the different stages of the customer journey. We are so glad we picked Insider to work with from the beginning."

**Marco Zava**  
Growth Marketing Director at MODO

# About



## MODO

MODO is an Argentinian fintech company that coordinates efforts with more than 35 banks to provide users the possibility to send money and make payments from one single place, among other functionalities. Their purpose is to transform the everyday way you interact with your money, digitalizing this experience in a simple, safe and convenient way. More than 9,000,000 users and 500,000 merchants already belong to the MODO ecosystem, using this solution to carry out their financial transactions.

**Founded in:** 2020

**Operates in:** Argentina

MODO, as a new and innovative fintech company, wished to transform the way users interact with money in Argentina. With their digital wallet, MODO seeks to simplify the daily use of money and reduce the use of cash and plastic cards, in a simple, safe and convenient way.

MODO looked for a partner before officially launching the app, with the main goal of creating engagement with users from the start, in an easy and automated way. They looked for a technology that would allow them to engage with the users at different points in the conversion funnel, and build relationships with the users in an effective way. They wanted to create awareness to acquire new users, and, then, engage with the users, building a community and offering value by delivering relevant content to the right audience through their own media channels.

They chose Insider due to the global expertise, reliable support provided by the account management team, and the use cases in fintech that Insider was able to offer them. Insider also offered MODO consulting support and helped them with benchmarks for the banking and finance industry to guide campaign planning and execution.

The company has seen steady double-digit growth, month-on-month, in terms of user base and number of transactions within the whole ecosystem. Throughout this journey, Insider created a strong own media channel through the MODO app which contributed to this growth.

# Executive Summary



Our relationship with Insider team is very close, we've been having a great communication flow for a pretty long time. It's important to stand out that there is not just one person who can attend our needs in a daily basis, but a whole team with different profiles who are capable of giving specific treatment to our questions and doubts"

**Santiago Gimenez**  
Digital Marketing Analyst at MODO



Insider's value proposition meets three requirements any tech company should have: a great product at an affordable price and with a personalized customer experience. Having a great customer experience was the key to build confidence between both teams throughout our partnership and overcome challenges together."

**Marco Zava**

Growth Marketing Director at MODO

# Facilitating engagement across different stages of the funnel using mobile app suite.

## Challenge

MODO wanted to encourage the usage of their app and signing up to their services for users across different stages in their sales funnel, like new users, users who haven't signed up, and more.

## Solution

Understanding MODO's market position and their audience, the team at Insider helped MODO deploy the mobile app suite. Between Jan-Apr 2022, almost 200 push campaigns were created, as well as almost 50 In-App campaigns. MODO also extensively uses the surveys and NPS features in-app, in order to get feedback from their users.

## Result

MODO saw high engagement rate in the In-App campaigns, with figures 10% above industry average. Automated pushes also display excellent engagement rates, with 7.40% open rates. Furthermore, over 50 million push notifications were sent. Even as MODO strongly increases its user base, engagement figures remain stable.

**Engagement rate 10%**  
**above industry benchmark**

**94% opt-in rate on Android**

**7.40% open rate**

**Over 50 million sent**  
**push notifications**



# Intelligent emails and cross-channel journeys to create lasting relationships.

## Challenge

MODO wanted to send useful emails that get opened, and create customer experiences across different channels that seamlessly come together to create smooth journeys for each user.

## Solution

The customer success team helped MODO implement email campaigns, both standalone and in cross-channel customer journeys as well, using Architect. MODO developed different user flows and journeys with Architect, based on user behavior. These journeys allow MODO to have a more assertive communication flow with their user base, while also reducing their internal effort and workload, since journeys are now completely automated.

## Result

On emails sent with just the Newsletter product, MODO had an open rate of 22%. On the emails sent with Architect as part of different customer journeys, there was an open rate of over 39%. Additionally, the pushes sent with Architect had over 7.8% of open rate, 70% higher than the open rate of single pushes.

**22% open rate  
with Newsletter**

**Over 39% open  
rate with Architect**

**70% higher open  
rates with Architect  
push notifications**



### ¿Cómo empezar?

- Asociá todas tus cuentas y tarjetas a la app iListo!

### ¿Qué puedo hacer con MODO?

- Chequear los saldos de tus cuentas y enviar dinero entre ellas.
- Enviá dinero a tus contactos, sin usar CBU ni alias. También podés enviarte dinero entre tus cuentas.
- Pedí dinero y recibilo en tu cuenta bancaria.
- Pagá con QR en comercios de todo el país aprovechando nuestros beneficios más los de tus bancos.
- Resolvé todas tus dudas vía Whatsapp con Swipy, nuestro asistente virtual.

# A Bright Future

**In the coming months,  
MODO aims to achieve the following:**

Increase activation rate for the MODO app through triggered, segmented journeys

Deepen their understanding of user flow through surveys, and create action plans in order to reduce drops in the funnel through in-app templates, app push, and email

Send attributes and events to Insider in order to increase capabilities of marketing actions and deepen segmentation so as to increase user engagement and activation

# About Insider

Insider—one platform for individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine and individualize customer experiences. Marketers use Insider's platform to deliver experiences across channels like Web, App, Web Push, Email, SMS, and Messaging Apps (WhatsApp, RCS).

Insider recently unlocked unicorn status and NASDAQ congratulated the company for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named as a Leader in Gartner Magic Quadrant for Personalization Engines 2022, The Forrester Wave for Cross-Channel Campaign Management 2021, and IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment. The company has been named #1 Leader on G2's Mobile Marketing Software and Personalization Grids with a 4.7/5 rating for 20 consecutive quarters. CrunchBase recently ranked Insider's co-founder and CEO Hande Cilingir as one of the top women CEOs outside the US.

One-third of Fortune 500 and top brands in retail, automotive, and travel choose Insider to deliver AI-led personalized experiences that exceed customer expectations. Insider is trusted by over 1,200 global businesses, including Singapore Airlines, Estée Lauder, Virgin, Toyota, New Balance, IKEA, GAP, L'Oreal, Samsung, Newsweek, MediaMarkt, Nissan, AVIS, Marks & Spencer, Allianz, Madeira Madeira, Santander, BBVA, Pizza Hut, Avon, and CNN.

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