

swrve

The Movember Foundation & Swrve Case Study:

A global movement in action





About The Movember Foundation

By 2030, we'll reduce the number of men dying prematurely by 25%

This is what the Movember Foundation has dedicated countless hours and resources towards achieving. Founded by Travis Garone and Luke Slattery in 2003, the non-profit has since earned the support of 5 million **'Mo Bros and Mo Sistas'** worldwide.

They've funded over 1,200 projects associated with the betterment of men's health and general access to care, and have 20 global health partners. They've proudly raised \$837 million dollars to date, and are solely dedicated to ensuring that all funding goes where it's needed most: men's health initiatives spanning all over the world.
Dove's Google Play Store rating.

Audience

Their audience consists of anyone who'd like to prevent premature deaths caused by prostate cancer, testicular cancer, suicide, and other preventable illnesses afflicting men all over the world. This includes an audience of supporters that are approximately 90% male, and 10% female, and a donor base that is roughly a 50/50 gender split. With such a wide net cast, Movember was excited to partner with Swrve to improve their reach and advance their relevance across devices, borders, and time zones.

Overall Business Goals

In 2017, Movember raised \$67.5 million in funds for men's health and had over 300,000 Mo Bros and Mo Sistas participating in more than 20 countries. Their goal for 2018 was to increase fundraising by more than 15%. With Movember being the busiest and most lucrative 30 days of their calendar year, they needed solutions they could trust to help them reach their fundraising goal.

Partnering with Swrve

Business Challenges

Movember has long sent marketing communications to prospective subscribers and regular donors via email. While they've found success in doing so, they realized they needed to focus on their mobile audience. In order to meet their goal of increased cross channel communications and improve their reach across devices, their team needed a customer engagement platform that could integrate easily with their existing marketing automation platform, Oracle Eloqua, and send smart, targeted messaging to a global subscriber base.



Why They Chose Swrve

Not only was Swrve built to be integrated into an existing enterprise technology stack, but our deep integration capabilities also extend to all major marketing clouds, including Salesforce and Adobe. This means that an integration with Oracle Eloqua was quick and easy to manage.

In addition to its seamless integration with existing tools, Swrve's real-time targeting and triggering capabilities operate at an individual level.

Our platform combines multiple behaviors across time periods, individual factors like personal preferences and churn propensity, and new events as they happen in real time, to send the right message to the right person on the right messaging channel. This is exactly what Movember needed to execute on their Q4 strategy.



The Campaigns

Movember brought Swrve on to help them execute mobile campaigns during their busiest time of the year—Q4.

They integrated Swrve with Oracle Eloqua, giving them the ability to weave Swrve-enabled messaging into existing customer journeys. Movember could also stream customer data from Oracle Eloqua into Swrve in real time, allowing them to base push messaging on what a subscriber has or hasn't done across email, mobile, and web.

Smart, Relevant In-App Messaging

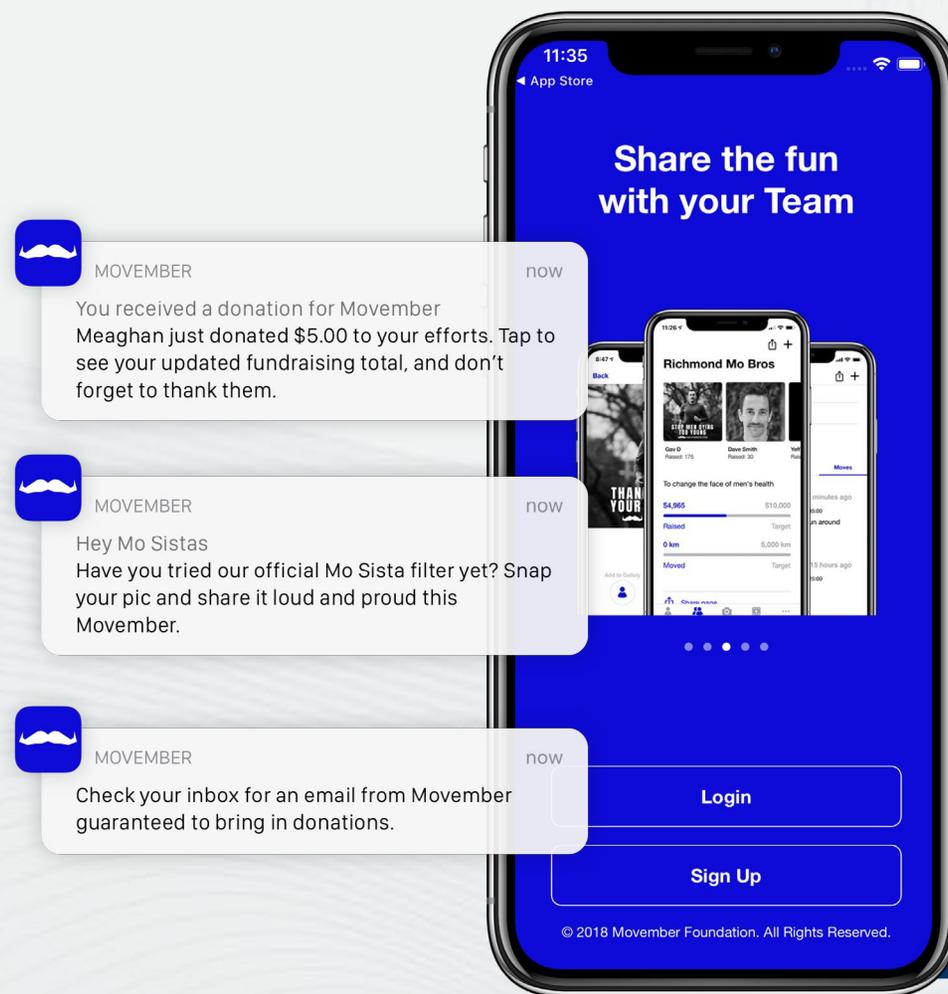
A Custom Onboarding Experience: Movember served in-app messages to welcome new users and tactfully request their permission to receive push notifications from them.

Feature Highlights: Their team also used in-app messaging to highlight features that users may not have discovered yet within the app.

Well-Timed, Personalized Push Messaging

Transactional Campaigns: Movember sent transactional push notifications to notify participants that they've received donations from their fundraising efforts.

Promotional Campaigns: Movember sent promotional push notifications alerting app users that there were new stickers and filters available in the app, progress updates, and notifications about their activity on other channels.



**75,000**push notification
opens

“

We saw fantastic results using the Eloqua integration, enabling us to combine push notifications into our existing supporter journey and include both iOS and Android app users. As we only have a small window when our app users are engaged with Movember it was important to find a partner that could help us make that short time frame the most engaging for our community as possible.

Meaghan Bilinski, Digital Marketing & Automation Director



Business Outcomes

Swrve’s integration with Movember went exactly as planned.

Push Messaging Success

Movember saw an **3x** lift in overall engagement amongst users with Android devices. “We saw higher push notification engagement rates than ever before, and for the first time we were able to send transactional push notifications to let our fundraisers know in real time when they received a donation,” said Meaghan Bilinski, Digital Marketing & Automation Director.

Transactional Campaigns

Push notifications about new donations saw over 75,000 opens, which is over 20% of Movember’s participant base

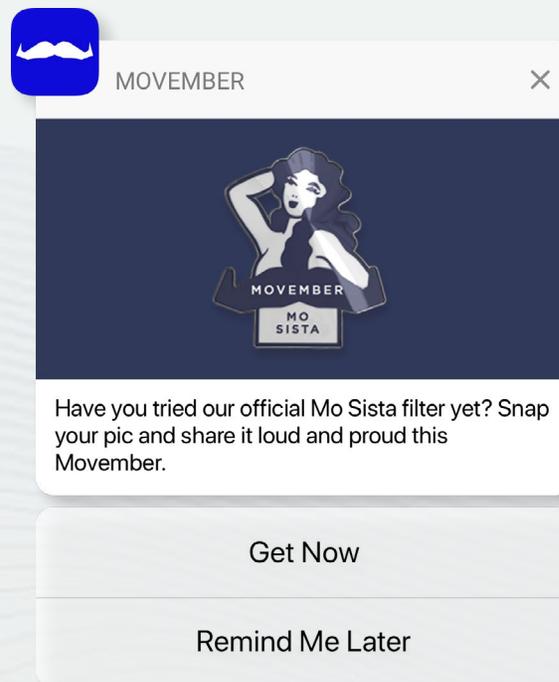
Promotional Campaigns

Push messaging used to compliment email campaigns saw 94,000 opens; 59% of those opens were Android users and 41% were iOS users

Email revenue increased by 48% and opens have increased by 9% as a result of a multichannel approach to messaging

In-app Messaging Success

The team was able to get over 57,000 app users to opt in to push messaging in just 3 months. Their feature highlights messaging also led to a sharp increase in feature activity: 23,074 more in-app camera-related sessions than last year.



In Conclusion

For a global non-profit rooted in participation, it's imperative for Movember to be able to authentically connect with supporters wherever they are. With the help of Swrve, Movember was able to reach their goal of increased cross channel communications, and engage their mobile user base across all 20 markets. It's Swrve's targeting and triggering abilities that's really helped their team connect with users through deeply relevant messaging experiences on mobile, and inspire more opens, clicks, and, ultimately, donations.

Uniting communications across mobile and email has also been especially beneficial for the team, as it's helped Movember establish a more unified and cohesive presence across today's most popular channels and drive measurable increases in overall revenue and user engagement. And as they continue to work toward their 2030 goal to decrease premature male deaths by 25%, Movember is looking forward to spreading more awareness, connecting more experiences, and inspiring greater action across mobile, email, and web with Swrve.

“

We were thrilled to work with Swrve to enhance our mobile communications. They have been one of the best marketing tech vendors I've ever worked with,” says Jeff Guthrie, Business Analyst and Movember's technical Swrve implementation lead. “We look forward to working closer with Swrve in the future to expand upon the great work in 2018.

300%

lift in overall
engagement



Swrve is the marketing and customer engagement platform that helps leading brands confidently scale communications over millions of customers in real time. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily.

