# How Anteraja built its loyalty program in two months, and drove a 21% increase in orders

Talon.One + anteraja

**anteraja**

**INDUSTRY**

Logistics

**BUSINESS TYPE**

Mobility

**LOCATION**

Indonesia

**YEAR FOUNDED**

2019

**LOYALTY PROGRAM LAUNCHED IN**

2 months

**PROMOTIONS USED**

⊘ Discounts

🏅 Loyalty

👥 Referrals

## OVERVIEW

Headquartered in Jakarta, Anteraja is one of Indonesia's fastest-growing logistics companies. The company delivers around 500,000 parcels a day for B2B and D2C clients, and users can book delivery services and track their packages on Anteraja's mobile app, which counts over two million downloads. Talon.One powers the loyalty, promotions and gamification infrastructure behind Anteraja.
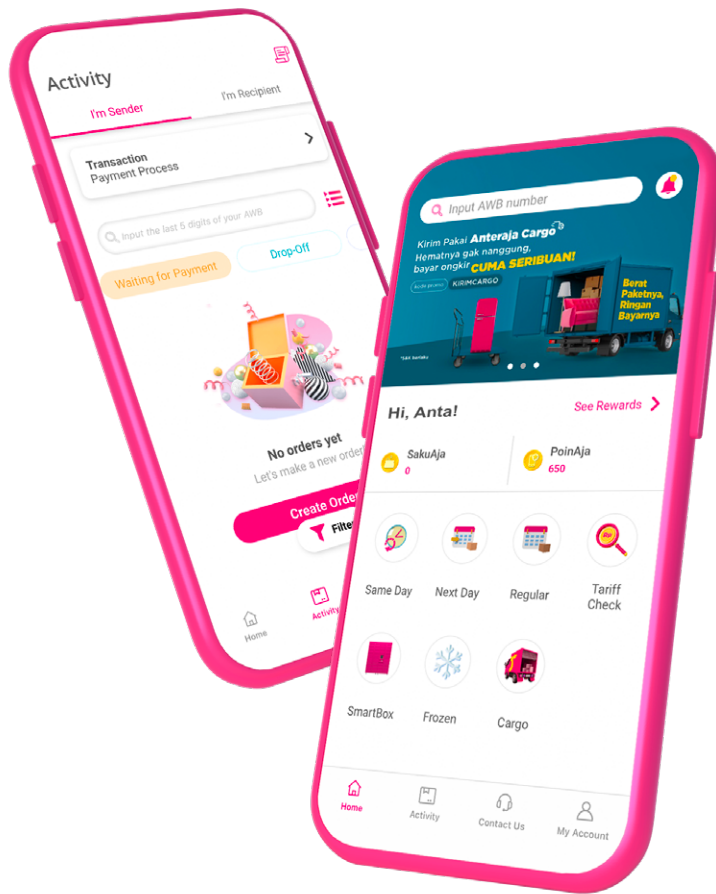
# Challenge

Anteraja needed a promotions solution that would help them achieve their ambitious growth goals, both to acquire new customers and increase retention of existing users. The team was looking to implement a range of promotions functionality that would boost engagement and lifetime value, and needed the ability to tailor incentives across multiple customer segments.

## Anteraja was looking for a solution that

→ Allowed them to reward all customer actions and behaviors with referrals, coupons, discounts and loyalty program functionality.

→ Cut time-to-market for launching promotional campaigns and require less developer resources, letting their tech team focus on the core product.

→ Allowed for customized promotions depending on specific market segments and their customers' business model.

→ Helped them test and iterate on their rewards to continually refine their incentives strategy.

# Solution

Anteraja first started to build their own in-house loyalty system, but quickly realized how resource and time-intensive this would be. By partnering with Talon.One, they were able to benefit from over 30 out-of-the-box effect types, immediately implement loyalty tiering, and **cut time-to-market for their loyalty program down to two months**. Their resulting loyalty program, "Poinaja", is a tiered loyalty program based on spend. Users accumulate points which can then be exchanged for vouchers and special offers. In the Anteraja app, users can navigate to their "Rewards" page to see all available offers. Once redeemed, their points are deducted and a unique coupon is generated. All coupons and vouchers are then displayed in the user's coupon wallet.



Anteraja were also impressed by Talon.One's holistic approach to integrating loyalty and promotions. Using Talon.One's Rule Engine, Anteraja has been able to configure complex promotion rules that include many variables, tailoring its rewards to the specific needs and preferences of different segments. The Anteraja team started by listing all the promotion functionality they were looking to employ Talon.One for, including referrals, coupons, discounts and loyalty program functionality. This helped them define their strategy and align incentives with specific personas use cases. They then combined this with behavioral segmentation, identifying customer categories based on their recency and frequency of app usage, interaction, and spending habits. This helped them map which promotions needed to be employed where. By integrating Talon.One's promotions with their customer engagement platform, MoEngage, they were able to tailor their communication to different audiences and offer them the most relevant reward type.
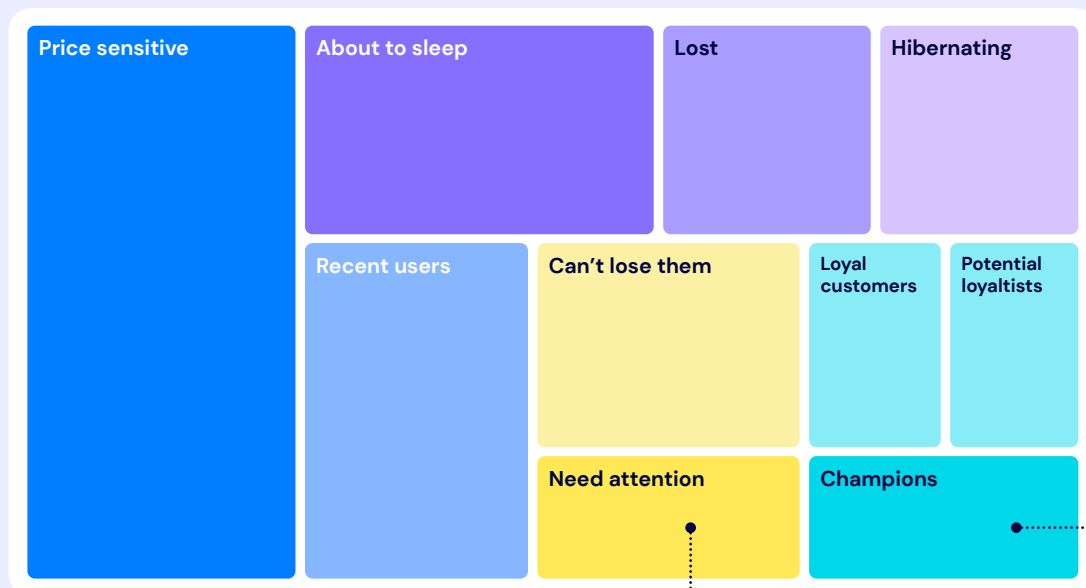
"The ability to segment and target our customers with different promotions has been a game changer for us, and means we're not running over-broad campaigns that waste money. We also have a wide range of customers across our D2C and B2B units with many different use cases, so working with Talon.One means we can even target promotions based on their business models."
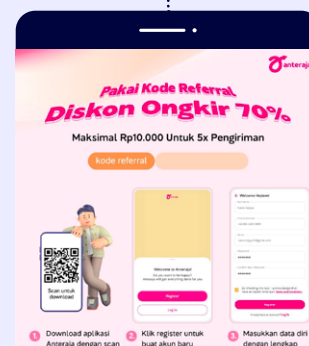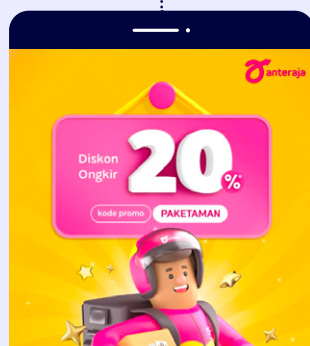


anteraja

**Katrina Puspita**, Product Owner

| Price sensitive | About to sleep | Lost | Hibernating |
| | Recent users | Can't lose them | Loyal customers | Potential loyaltists |
| | | Need attention | Champions |

## Example of how Anteraja segments its customers using RFM data

Credit: MoEngage

> Two of the Talon.One features Anteraja leverage most are **referrals** and **trigger-based coupon creation**. Referrals help the company continually attract new users and are used by both their existing customers and their internal sales team. The flexibility of Talon.One's referral set-up means Anteraja can adjust the rewards and structure of their referral program to suit different user groups, instead of making a one-size-fits-all referral scheme.

The team has also built an interactive, gamified coupon system using Talon.One's trigger-based coupon creation. As part of their gamification strategy, new users receive coupons for their first three orders – which not only encourages product adoption, but also helps the team manage their acquisition budget more effectively. By keeping track of coupon usage and budget, the team can better understand the impact of their marketing efforts and can adjust their strategies accordingly.

# Integration

Anteraja's engineering team kicked off the integration process by first reviewing Talon.One's extensive documentation, which helped them better understand the integration requirements and how Talon.One could replace their existing promotion system. The team also praise Talon.One's guidance throughout the integration process and beyond – and mention that the campaign and rule set examples they received were especially helpful in getting them set-up.

Anteraja uses the integration between Talon.One and MoEngage, its customer engagement platform, to engage users with tailored promotions via push notifications. **MoEngage's zero–code push templates** mean Anteraja's team can craft and deploy notifications, including Talon.One–created promotions, within minutes.

"We were all super impressed by the Talon.One team's responsiveness and assistance during our integration phase. It's also been great to benefit from their guidance and help whenever we're trying to experiment on some new promotional cases or trying out new features."

**Katrina Puspita**, Product Owner, Anteraja

# Results

By implementing a new referral scheme, designed specifically for the sales team to use and acquire new customers, Anteraja has cut time-to-market for new campaigns by 50%. Thanks to Talon.One, the team can now orchestrate distinct referral schemes, tailored to specific target markets and aligned with their sales team's objectives. This marks a big departure from Anteraja's previous approach of a single referral scheme for all users. During a three month acquisition campaign run by Anteraja's sales team, roughly 50% of new users were acquired using a Talon.One-powered referral scheme. Those customers were high-value, too, and went on to contribute at least 21% of sales made from Anteraja's mobile app.

The Anteraja team also highlights Talon.One's data visualization features, which gives them a clear overview on campaign and revenue performance - including metrics like total revenue, influenced revenue, campaigns running and campaigns ending soon. This helps them better understand how successful their current campaigns are, and where they can iterate and improve.
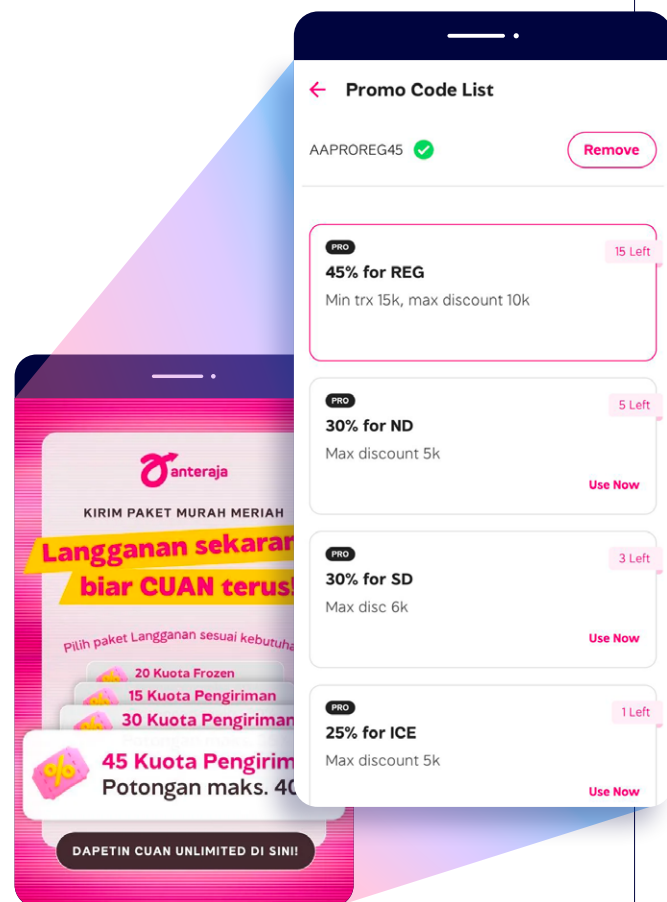


**"By adopting Talon.One, we gained the freedom to run hundreds of campaigns and promotional strategies without constraints or the need to wait for promotion features to be developed by our tech team."**

**Katrina Puspita**
Product Owner, Anteraja

# Thanks to Talon.One Anteraja now has

**1**

**Cut time-to-market for their promotions by 50%**

**2**

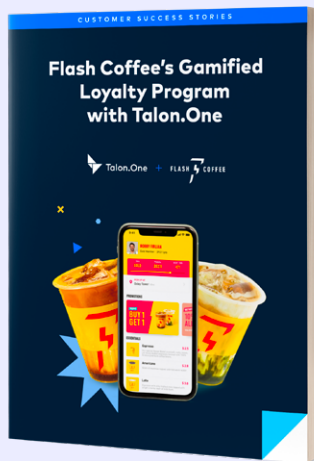**Launched its new loyalty program in just two months**

**3**

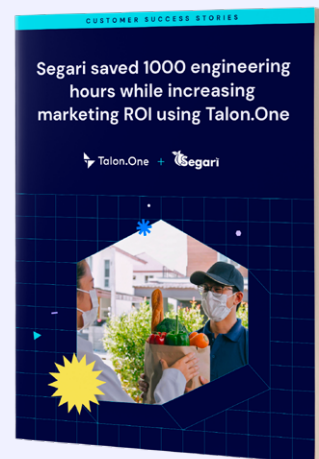**Drove an 21% increase in orders associated with Talon.One**

**4**

**The ability to run distinct referral schemes per market**

How Flash Coffee gamified their loyalty program with Talon.One

How Segari saved 1,000 dev hours & increased marketing ROI with Talon.One

How Evermos upgraded its promotion capabilities with Talon.One

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