THE PROJECT

Branding & Graphic Design for Customer Engagement Platform

THE REVIEWER



Vassil Mladjov
VP of Strategy, MoEngage Inc

The client submitted this review online:

BACKGROUND

Please describe your company and position.
I am the Vice President of Strategy of MoEngage Inc

Describe what your company does in a single sentence.
MoEngage is a customer engagement platform that provides insights-led omnichannel marketing automation to empower marketers and product owners to engage, reacquire, and retain customers.

OPPORTUNITY / CHALLENGE

What specific goals or objectives did you hire More By Us to accomplish?
- Help us tell better visual stories and complete sales decks for our sales presentations with prospects and partners
- Create our Analyst Relation decks, stories, and videos for briefings with Gartner, Forrester, and IDC.
- Improve our in-person events and conference exhibits in the US and EU with professional booths, collateral, social media campaigns, corporate gifts, and more

SOLUTION

How did you find More By Us?
- Referral
- We have seen their work

Why did you select More By Us over others?
- Close to my geographic location
- Pricing fit our budget
- Great culture fit
- Referred to me
- Company values aligned

How many teammates from More By Us were assigned to this project?
more than 10 at some points

Describe the scope of work in detail. Please include a summary of key deliverables.
We started to work with the team of MorebyUs last year on some small graphic projects for some AR and sales decks in the US, but after we saw how good of a product they were delivering very professionally and in a very timely matter, we started to give them more and bigger projects.

At the moment MorebyUs is helping our US, EU, and APAC teams deliver sales decks, AR decks, printing materials, gifts, videos, and full event designs for both our corporate events and exhibits we attend around the world. They have become our internal design team so to speak and we really on them for everything design.

It's important to point out that they needed very little time to understand our business and work with very little oversight or management since they not only know what they do, but they give us great advice all the time on how to do things better.

RESULTS & FEEDBACK

What were the measurable outcomes from the project that demonstrate progress or success?
The quality of the work was the most important thing for us. On top, MorebyUs delivered everything on time with some very tight time schedules. In fact, I think they must have worked on several of the projects overnight in order to deliver them and make us happy.

Cultural fit and understanding of our product and industry were also very important and this helped deliver a high-quality product and outcome every single time we asked for help. And last, they are very reasonably priced for the professional work they deliver to us that fits in our budget.

Describe their project management. Did they deliver items on time? How did they respond to your needs?
Management of the projects is done via their custom online task portal, where we add projects and tasks, and they get reviewed and approved there. On top, we have regular conference calls and we use a dedicated Slack channel to collaborate on different projects and tasks.MorebyUs has delivered every single project big and small on time and in very high quality.

Not sure if these people sleep as we had many times conversations with them in the middle of the night for some projects and they get back to us almost immediately ;)

What was your primary form of communication with More By Us?
- Virtual Meeting
- Email or Messaging App

What did you find most impressive or unique about this company?
They are very easy to work with. They try hard to understand our specific needs for each project and they even do their own research and ask questions when they need to. They are not trying to just use some ready templates for our projects, everything they do is personalized and created for us from zero which makes their work and our presentations, materials, and events unique too.

They also care about us and want to make sure that we are successful and are always looking for feedback.

Are there any areas for improvement or something More By Us could have done differently?
Nope, they are perfect from my standpoint and I must add that several people who left our company, but were working with the MorebyUS teams are now working with the MorebyUS again in their new jobs. We love them.

RATINGS

5.0 ★★★★★

"Working with MorebyUS has been simply amazing and a joy and I hope we continue working for years to come."

Quality 5.0
SERVICE & DELIVERABLES

"They provide top agency quality and many times better than what we have seen only from large US companies"

Schedule 5.0
ON TIME / DEADLINES

"They have been 100% delivering everything on time and w/o the drama."

Cost 5.0
VALUE / WITHIN ESTIMATES

"They are very reasonably priced for the high-quality work they deliver"

Willing to Refer 5.0
NPS

"I highly recommend MorebyUs for any professional graphic, web, social media, video, and event designs and consulting. I have been recommending them already to my friends and other companies.

moengage

CLIENT
MoEngage, North America

INDUSTRY
Technology |

DELIVERABLES
Web & Graphic Design
Event Branding
Video & Animation
Marketing Materials Design

case study

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