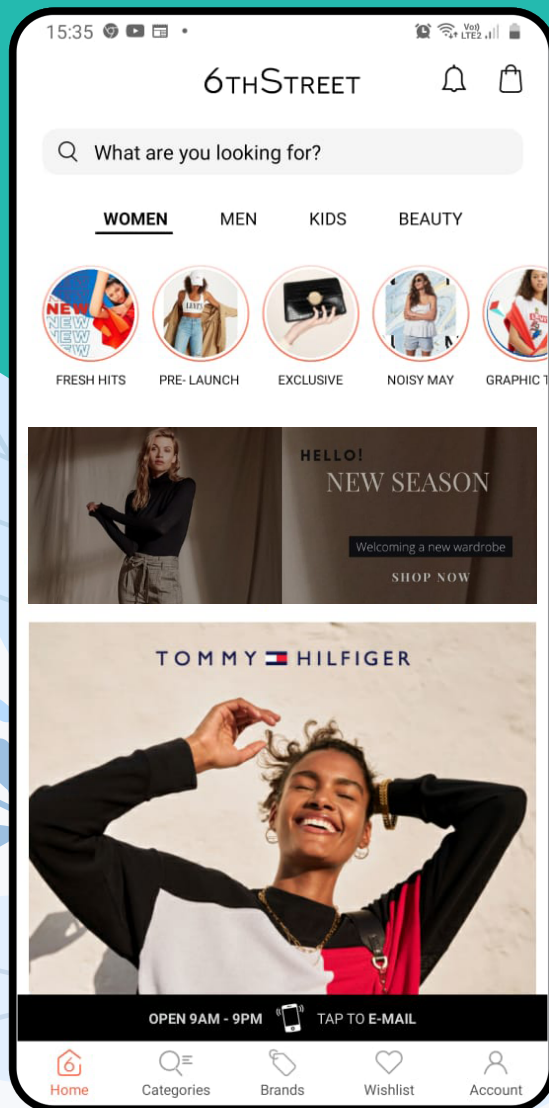# 6thStreet CRM team delivers 4x growth in business contribution in 12 months

About 6thStreet.com

6thStreet.com, the e-commerce arm of The Apparel Group, one of the largest retailers in the world, headquartered in Dubai had registered a significant growth in sales during the 2018 Black Friday season. These growing volumes indicated a shift in consumer behavior. The lines between online and offline channels were blurring and consumers were increasingly receptive to an omnichannel experience. Inspired by this, Dharmin Ved, the CEO of 6thStreet, set an audacious goal of driving 10x growth. To deliver sustainable growth and 10x results, Customer Relationship Management [CRM] had to become a key focus.

We at 6thStreet have had a data driven approach and wanted to understand our customer journey across platforms and personalize content for them whether it's through push, in app or email. MoEngage has been instrumental in helping with this and helping grow our CRM revenue contribution by 4x in less than a year.

Shaheer Usmani
Head of Digital Marketing

MoEngage played a key role in achieving significant growth in CRM. It's omni-channel and analytics suite was not only helpful in CRM but for the overall organization. It was easy to set up and run multiple programs with the help of flows. Apart from the exhaustive list of features, their account management is one of the best in industry.

Furqan Khan
Manager CRM

The need to modernize the CRM tech stack

To deliver 10x growth, the team needed to understand consumer behavior, journey, likes, preferences, buying patterns, and engage consumers with personalized communication at every touchpoint.

However, they were using different tools for sending SMS, emails, mobile push notifications, and in-app messages. Since these tools operated in silos, it was tough to get complete visibility into the consumer journey, map consumer behavior across channels and deliver a meaningful omnichannel experience. It was clear that they needed to modernize their tech stack. They chose MoEngage at the beginning of 2019.

MoEngage had demonstrated ability to handle scale and had several large clients in the GCC region, making it the preferred partner.

4x growth in business contribution and the role of MoEngage

CRM Contribution to growth

June 2019   Dec 2019   Jun 2020

2X   4X
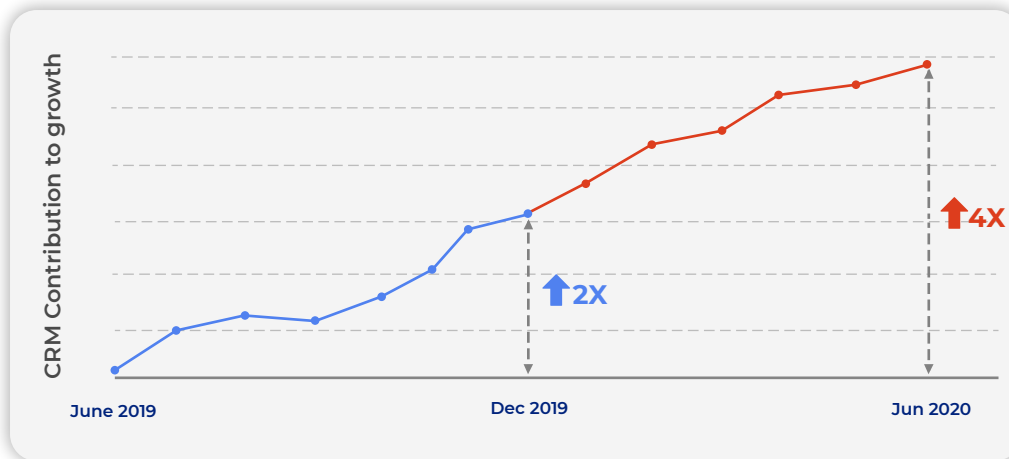
The CRM team adopted a clear 12 months roadmap to drive rapid growth. In the first six months, the business contribution from the team grew 2x. During the next six months the contribution doubled again. In other words, 4x growth in contribution to total business between June 2019 and June 2020. These significant numbers have put 6thStreet firmly on track towards achieving 10x growth very soon.

This incredible growth did not come easily. The CRM team mapped out a clear strategy to leverage MoEngage and achieve these incredible results

Consumer profiling: To deliver a superior consumer experience and personalized marketing communication, the team needed to capture every consumer interaction on their website, mobile app and email. This would help them understand consumer behavior and preferences.

Segmentation: Segment consumers based on their lifecycle stage, preferences and behavior.

Omnichannel Engagement: Engage consumers with personalized messages covering a wide range of categories and styles, across multiple channels such as email, SMS, Facebook ads, push notifications and more.

Enable data driven decision making: Analyze every swipe, click and tap on their digital properties to understand consumer product preferences, campaign performances and more. Share these insights with other teams to help them make better decisions.

Funnel and campaign analytics: Mapping the journey of multiple consumer segments and identifying friction points in conversion.

Key Growth Drivers

2x improvement in first-time purchase rates
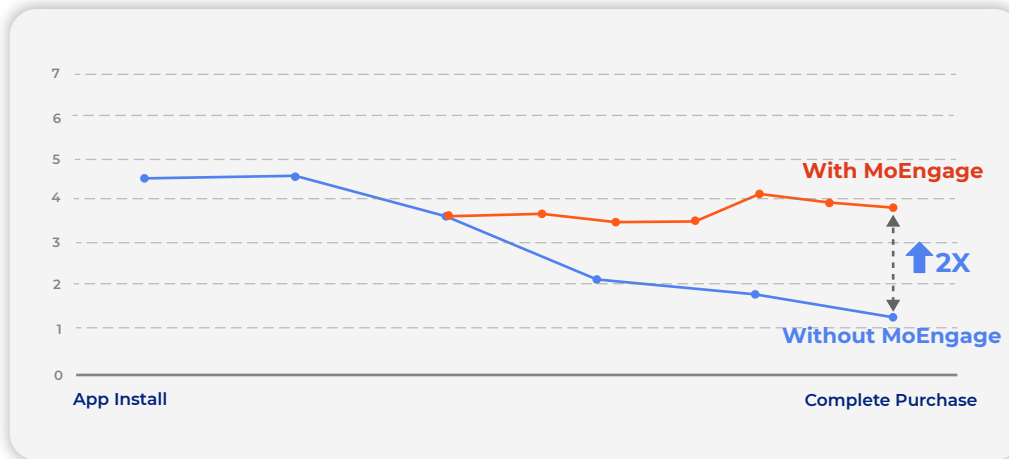
To reduce churn and nudge consumers to make their first purchase, they orchestrated an automated journey using MoEngage Flows. The purpose of this workflow was to remind new consumers to complete their first purchase within two days of installing the app. As a result, the conversion ratio of "new app installs to the first purchase" increased 2x

55% uplift in CTR through A/B testing and localization

To improve the consumer experience and drive growth for consumers from Saudi Arabia, it was important to get the message and content right. The CRM team worked with the content team to A/B test multiple variants of their messages. Using MoEngage, they were able to quickly determine the results of their A/B tests and identify the winning variant. As a result, the click through rates of their engagement campaigns increased by 55%.
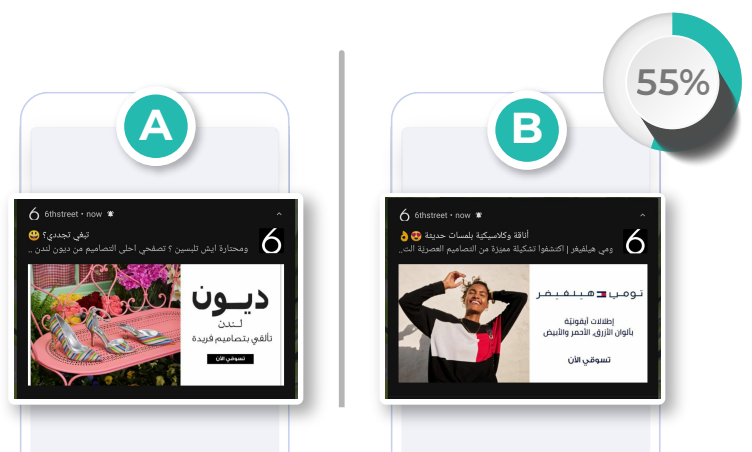
24% uplift in repeat purchases during 2019 Black Friday

To drive sales during Black Friday, they decided to encourage repeat purchases by gamifying the shopping experience and offered rewards to whoever completed five purchases. They set up an automated workflow which was activated when consumers made their first purchase and a message was triggered to encourage them to purchase more. Whenever they made a subsequent purchase, messages were triggered automatically highlighting their progress towards the "goal" of five purchases, resulting in 24% uplift in conversions.

Data driven collaboration between CRM and other teams.

During the initial phase of the project, the team decided to capture every single swipe, click, scroll, tap and transaction was captured through the MoEngage platform. The idea was to use MoEngage as the repository for all behavioral data and build a unified consumer view. Once this was in place, in the next phase, the team used APIs to pass data to their attribution tool, analytics tool, BI tool and more. As a result other teams in the organization could also access powerful insights about consumer behavior such as most viewed products, product funnels, brand campaign performance, brand popularity, banner clicks and more. These data backed insights helped improve overall decision making in the organization.

Identifying and removing friction points in the consumer journey

Using MoEngage's powerful analytics capabilities, the CRM team could accurately map the consumer journey and identify friction points at each stage. For instance, the team looked at funnel charts and discovered high purchase failure rates. This allowed them to focus their efforts on that specific drop-off point and investigate further to identify the root cause.

App install

Product searched

Product viewed

Add to cart

Purchase complete
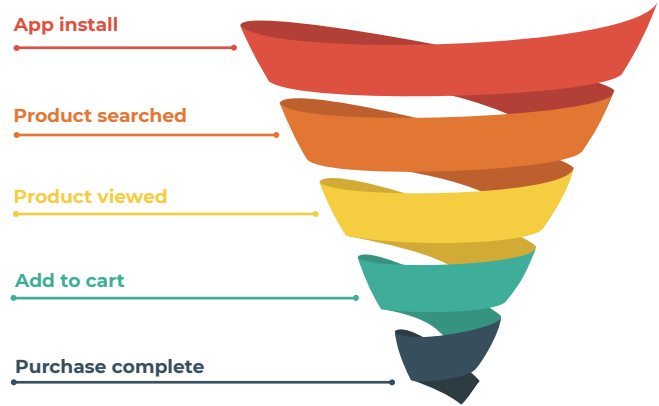
What's next?

Inspired by their success so far, 6thStreet has ambitious plans to create the best omnichannel experience for their consumers. Their future plans include consolidating consumer behavior data from offline channels across their 2,000+ stores and building a 360° view of their consumer, allowing them to engage consumers across the physical and digital worlds.

About MoEngage

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee along with internet-first brands such as Flipkart, Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate efficient customer engagement. MoEngage has been featured on Gartner's Magic Quadrant for two consecutive years and is the youngest company on the list alongside giants such as Salesforce, IBM, and Oracle. The 4.5 rating on review platforms made it the highest-rated mobile marketing platform in 2019 Gartner Peer Insights 'Voice of the Customer' Report. MoEngage has also been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

Read More About MoEngage's Cross-channel Campaigns **Here.**

Gartner
Magic Quadrant

Featured in the Gartner Magic Quadrant for Mobile Marketing Platforms Report two times in a row.

Gartner peerinsights

Received the highest overall rating of 4.6/5 in 2019 Gartner Peer Insights 'Voice Of The Customer' report.

Leader SUMMER 2020

Recognized as a leader in the G2 Summer 2020 Grid® Reports

FORRESTER®

MoEngage Named a Strong Performer in The Forrester Wave™: Mobile Engagement Automation, Q3 2020.