



How Bijak,  
an Agri-Tech Startup,  
Leveraged  
**MoEngage's Stylized  
Push Campaigns to  
Achieve 50%  
Uplift in CTR!**



### About Bijak

Founded in April 2019, Bijak is a B2B marketplace that strives to improve the agri value chain by bringing buyers and sellers together on a single platform. The objective is to enhance transparency in the pricing of agricultural commodities, foster trust, and ensure accountability throughout the agriculture supply chain.

**2000 +**  
Regions

**200+**  
Commodities

# What they say about us ?

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“MoEngage’s state-of-the-art dashboard, rich analytics with behavioral insights, and formidable customer support have played an essential role in our growth. Before partnering up with MoEngage, sign-ups (i.e., customer onboarding) were an issue.

We addressed this challenge by setting up journeys, which were essentially a mix of push notifications and SMS, and saw that customers were completing 12% more sign-up steps than they did before.

We also saw an uplift in user reachability by engaging with over 20% more customers in the last three months using the Push Amplification® Plus Technology! With a powerful insights-led, customer engagement platform like MoEngage, we aim to proactively bridge the gap between the local aggregators and the commission agents in India to promote healthy, long-term relationships between the entities.”

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Prerika Arora,  
Assistant Marketing Manager, Bijak

Bijak's USP is that they focus on the complete value chain, which includes commission agents, intermediaries, loaders, brokers, and other mandi participants, unlike most Indian agri-tech businesses that only reach /engage farmers.

The startup empowers them by providing the opportunity to modernize their operations and are able to take advantage of a first-of -its-kind product in the agri-tech industry by offering an integrated solution for information and payments.

# Actionable Strategies Provided by MoEngage to Help Bijak Reach 20% More Customers & Increase their Push Notifications CTR by 50%

Let's take a look at how Bijak tackled the issues of customer drop-offs while growing their number of sign-ups using MoEngage's exclusive offerings:



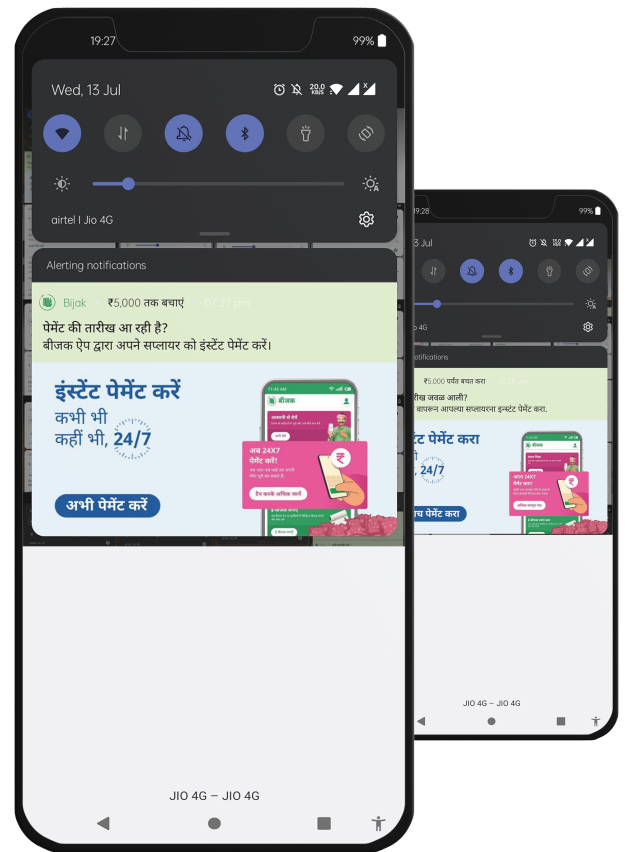
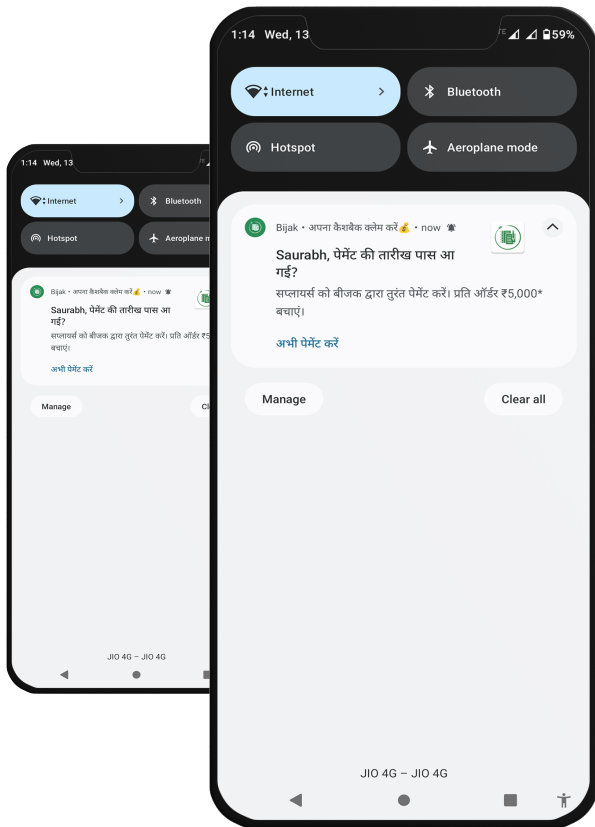
## Superior Customer Engagement Tool & Partner:

A key aspect of a brand thriving in its industry is providing personalized customer experiences and shifting from a campaign-centric approach to a customer-centric one.

So, how do you ensure that your brand is on that path? The answer lies in taking the insights-led route while devising an effective customer engagement strategy. The idea is to create a loyal customer base by interacting with them through varied channels— all working in tandem to solidify the brand's voice. This is where opting for a Customer Engagement Platform (CEP) makes the most sense. These marketing tools use actionable data (customer,

journey, and campaign insights) to create personalized journeys for your customers. The offerings also include providing intelligent analytics and powerful segmentation capabilities. But while there are a plethora of such tools in the market, the partner behind the tool matters just as much. Therefore, Bijak's team was not just seeking a sophisticated marketing tool to engage with their customers but also a partnership that would provide them the guidance to make the most of such a platform. MoEngage was able to fill that gap efficiently!

## Basic Push Campaigns: English, Hindi, and Marathi



An effective customer engagement platform lets you reach your customers easily. With MoEngage's Push Amplification® Plus, Bijak reached 20% more customers in the last three months! Additionally, stylized push notifications by MoEngage, engage Bijak's vernacular customers also saw a 50% uplift in CTR versus the basic push campaigns

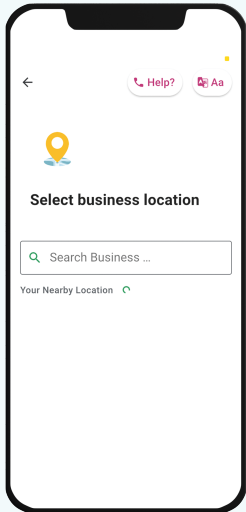
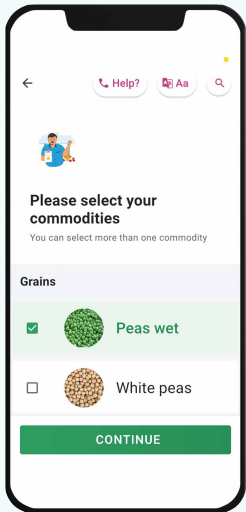
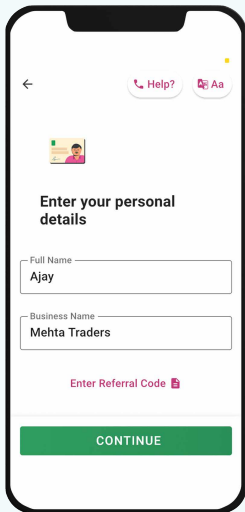
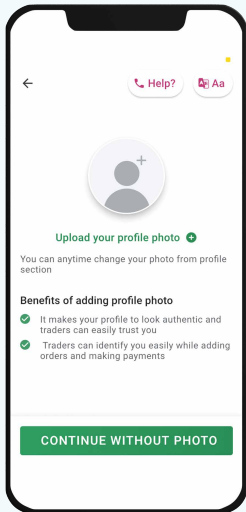
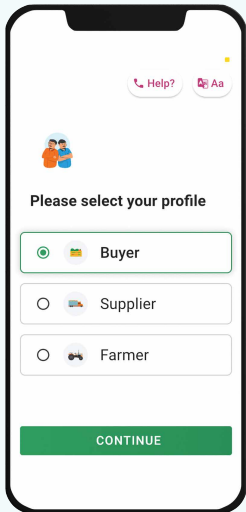
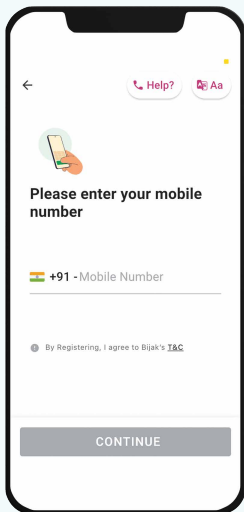
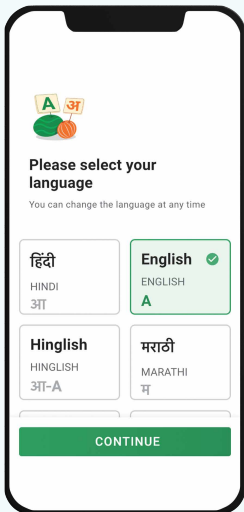
## Stylized Vernacular Push Campaigns: English, Hindi, and Marathi

## Flows to Create a Seamless Customer Onboarding Process

Prospective customers typically opt out of choosing certain brands for two main reasons: either they don't understand the product very well, or they don't seem to find any value in it. Both of these problems can be resolved by customer onboarding. Customer onboarding is the first step in a customer-business relationship, so brands must ensure that the initial impression is a great one! A flawless and easy customer onboarding process is essential once a prospect becomes a client. One of the key things to prioritize when building a customer onboarding process is making it user-friendly.

An optimal onboarding process for new customers sets the stage for a robust and long-lasting business-client relationship. So, needless to say, the manner in which you onboard new clients sets the tone for your relationship with them going forward. Additionally, it boosts customer lifetime value (LTV), lowers churn, and converts new customers into raving fans.





Using MoEngage, the Bijak team created separate personalized onboarding flows for each of their customer sets. Through different onboarding journeys, push notifications along with SMSs were triggered to nudge customers to move to the next step of their journey. Due to the effective onboarding flows campaign, Bijak saw over a 15% uplift in customer signups!

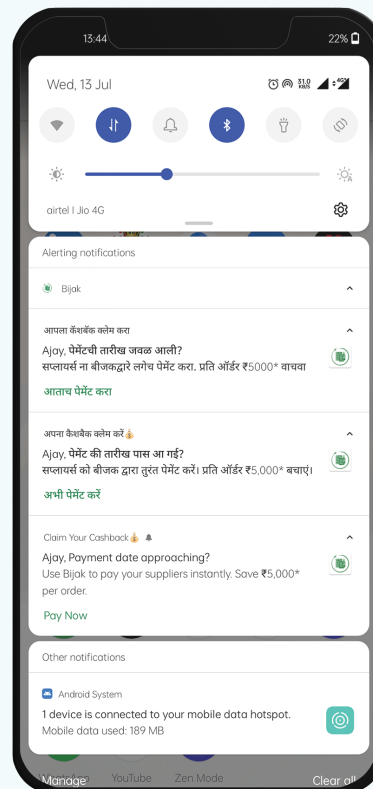
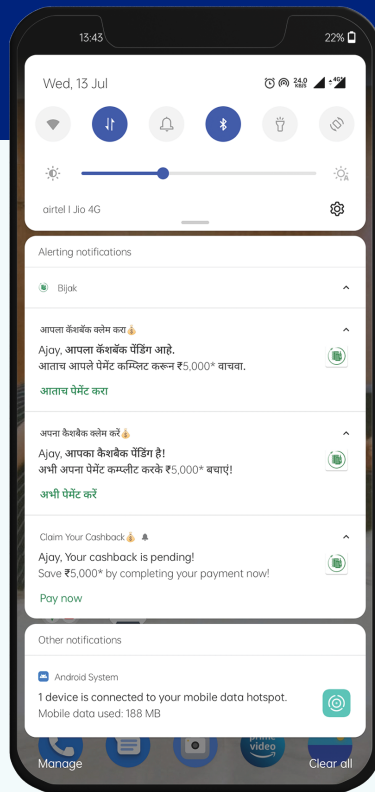
## Triggers to Prompt Users to Perform Certain Tasks:

Triggers are another efficient aspect of MoEngage's value proposition that Bijak opted for.

These were used to prompt their customers to complete certain actions like nudging them to make payments since they've checked out the payment page and/or reminding customers to complete the transactions that they've left midway by mentioning rewards that can be claimed for the said transactions!

These types of push notifications are a truly effective way to nudge your customers in the right direction during their buyer journey. Some of the triggers set up for the Bijak users who started making a payment, but did not complete the same, show an uplift of 8% in the conversion rate!

Another trigger where users who proceeded to the payment screen but did not begin making the payment, has seen an uplift of over 12% in conversion!



## Results

# 50%

Over 50% uplift in CTR for stylized, vernacular-based push campaigns

# 20%

They were able to reach 20% more customers (in the last three months) using Push Amplification® Plus

# 15%

After implementing Flows, Bijak saw over a 15% uplift in customer signups

## About MoEngage

MoEngage is an insights-led 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 was recognized as a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for our solutions. MoEngage recognized as a Strong Performer in The Forrester Wave™ Q3 2021 report – Cross-Channel Campaign Management.

See how MoEngage's customer engagement platform can power your growth strategy;

[Get a demo of MoEngage today!](#)

To learn more, visit [www.moengage.com](http://www.moengage.com)