

moengage

future group
Udna hai. Aaj. Abhi.

Future Group's Wallet App Future Pay Boosts Active Userbase by 20% with MoEngage Analytics



About Future Pay

Future Pay is an app-based wallet offering for online shopping across Future Group stores. The aim was to focus on providing an effortless online shopping experience to more than 20 million+ customers. Using the Future Pay app, customers can shop at over 1500 Future Group stores including Big Bazaar, fbb, Ezone, HyperCity, Central, Easyday Club, Heritage Fresh, Foodhall, Nilgiris, Brand Factory and more stores. This app also provides cashless and card-less transactions by linking the loyalty cards (payback and profit club cards) to their app therefore users don't need to carry them.

Highlights

20%

Increase in overall traffic

5%

Boost in CTRs on engagement campaigns

15%

More visibility for preferred brand products

60%

Increase in conversions (purchases)

Here's What They Say about MoEngage



Our wallet app Future Pay utilized by multiple brands under Future Group drives everyday deals and discounts using multiple channels on our app. However, the app was not able to capture all the user data required to drive more conversions. So we decided to utilize MoEngage Funnel Analytics to understand user behavior trends on the app and the clicks on various discount banners. Using this data, we were able to add custom segments such as category/brand preference and more to run relevant engagement campaigns. Overall, MoEngage platform has been useful in helping us drive better targeting and conversions for various brands and categories while keeping the user engagement high.



Rohitashwa Bhotica
Business Head, Future Pay



Challenge

Future Pay, an aggregator app, allows promotional banners of various offers and discounts on their Home screen from across stores. These banners redirect the users to the selected brand pages. The Future Pay app's product team was not able to track clicks on these banners within the Future Pay app. Also, they could not measure the conversions from the users who landed on these brand pages. Once the user was redirected to the select brand, the app couldn't monitor the conversions.

Moreover, the brand's product team was positive that they were driving a competent number of conversions for Future Group stores. However, in order to measure the efficiency and further improve the performance, the team wanted to understand users' interactions on these banners and get visibility on the banners' interactions. The team wanted to connect this missing link and boost conversions through a customer engagement platform. The criteria for a platform were to help the team understand user behavior and drop off on these banners. They hoped this would help them offer a more personalized engagement and boost traffic + conversions.

Goals



Improve engagement rate using messaging relevancy by analyzing user behavior on discount banners



Increase overall traffic by offering more personalized, relevant messaging



Boost conversion rate by driving more users' towards the discount banners

Solution

After much consideration, the Future Pay product team decided to employ MoEngage customer engagement platform. The team was positive that a technology-driven tool like MoEngage would not only help them deep-dive into user app activity but also in the execution of a wholesome engagement strategy.

The team devised an end-to-end execution strategy to ensure that they have no missing links. The plan was to



MoEngage features used:

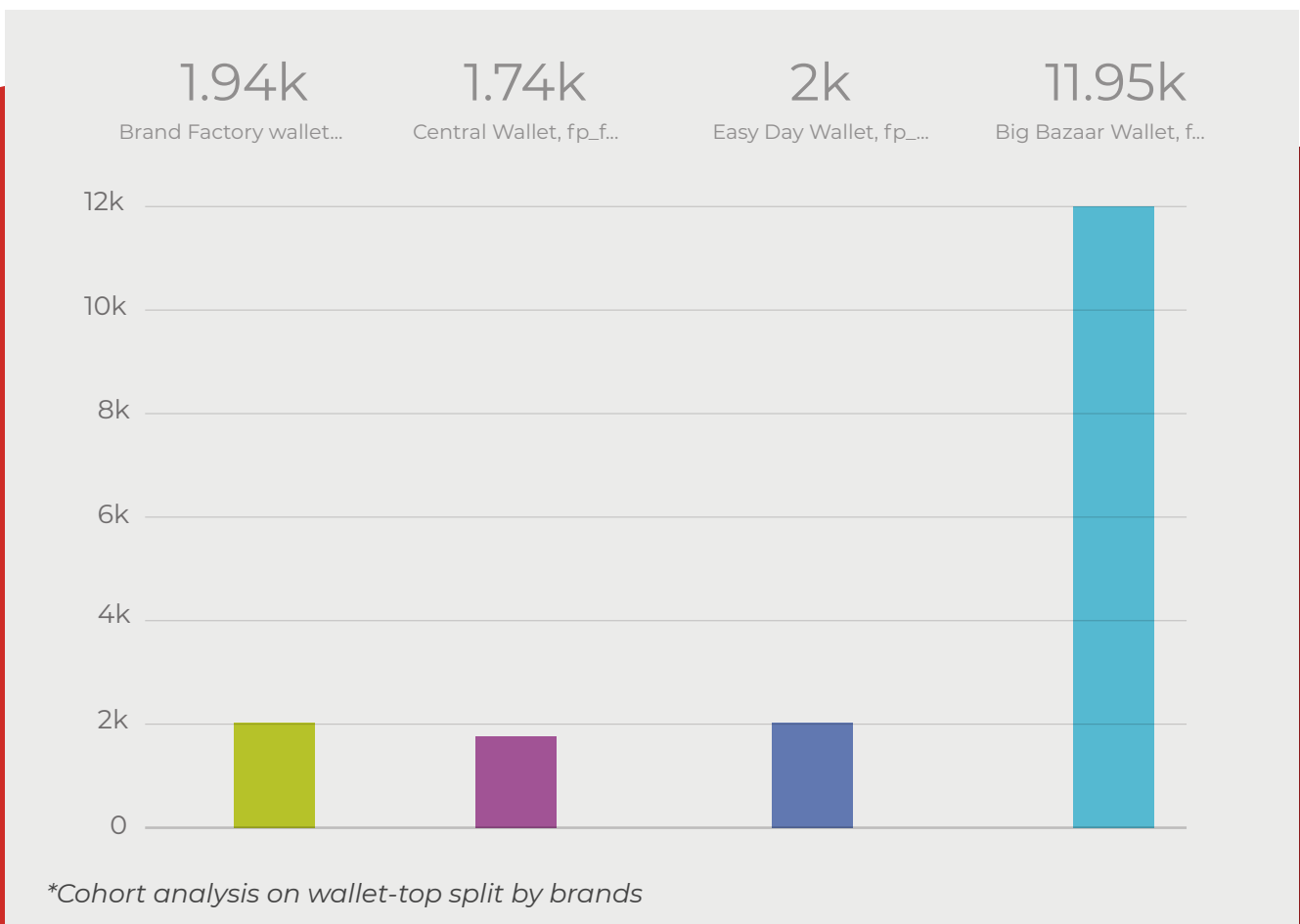
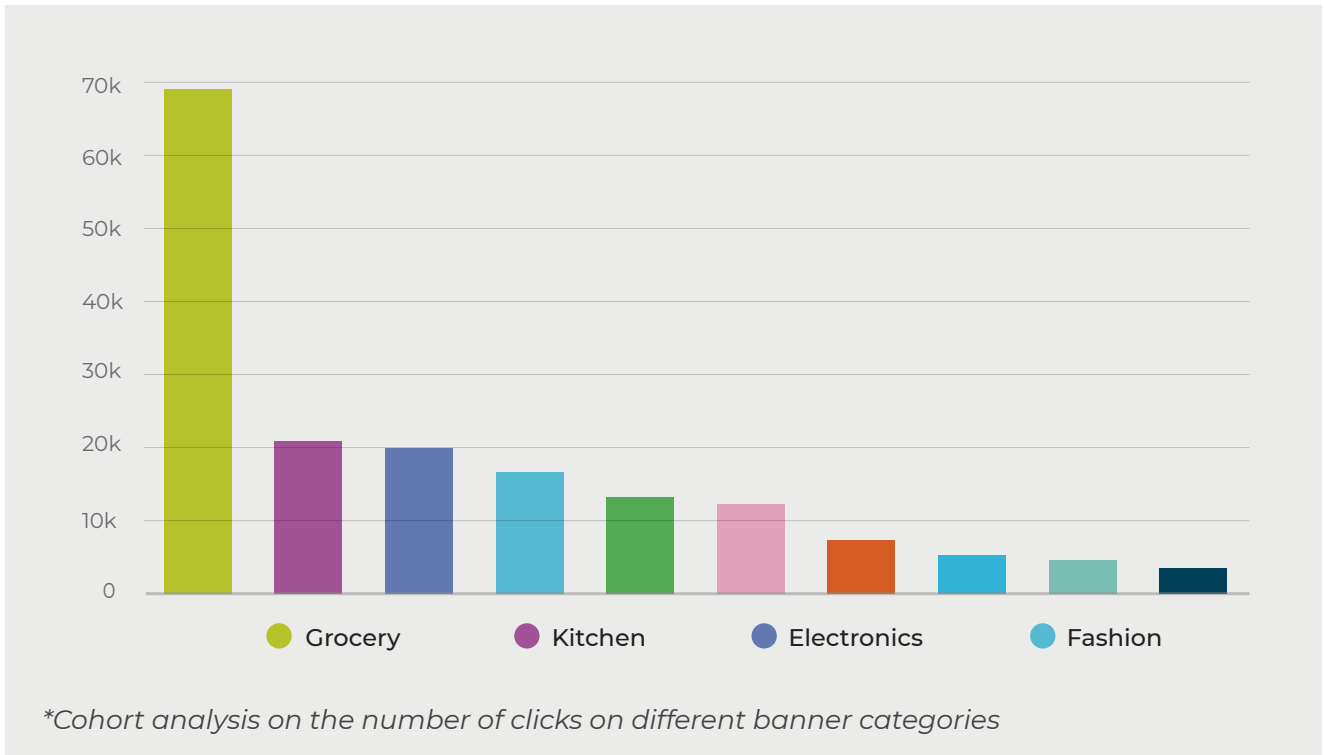
MoEngage Analytics, Segmentation, Omnichannel Flows, AI-Engine Sherpa.

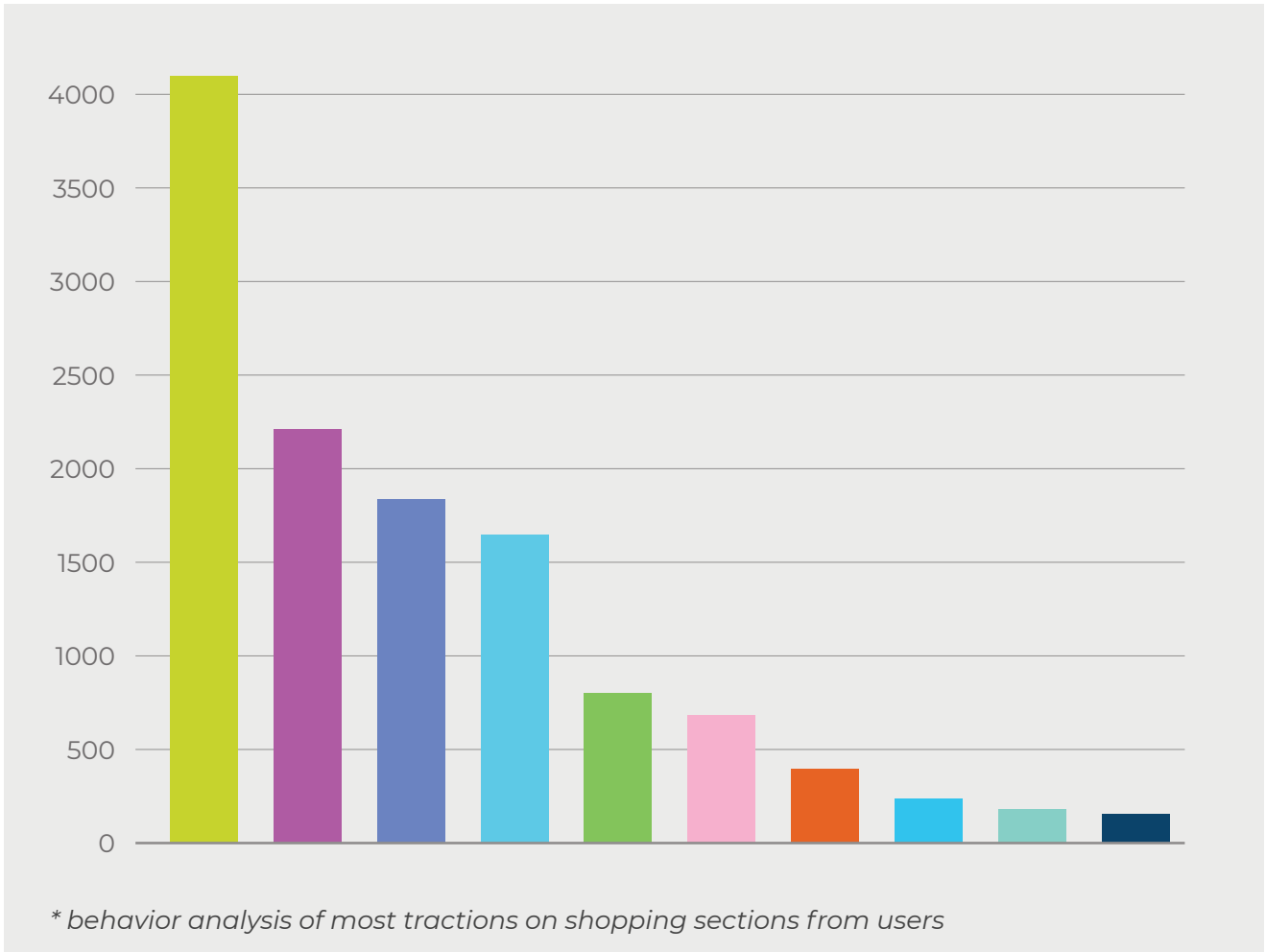
Banner Interaction Visibility Based on User Activity

The team realized that their engagement strategy depended on the insights they could gain from the banner interactions. The team analyzed three user actions to map the user flow:



Using this data, the team was able to map the user journeys from the time users installed the Future Pay app until they clicked on the offer banner. A cohort analysis between Day0 to Day30 helped uncover more user insights. The team could now determine the preferred categories for users through in-app search analysis.

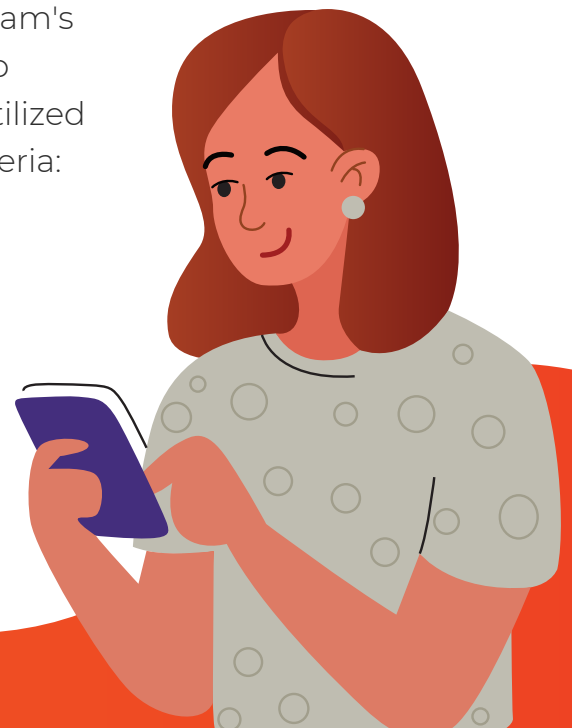
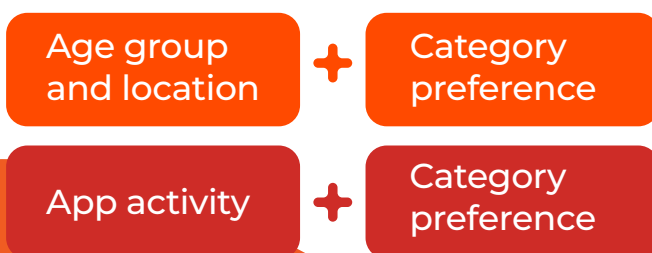




Also, insights based on banner engagement helped them analyze the performance of these banners itself. They were able to understand the banner click rate on a high to low scale. This eventually helped the brand make changes in the banner layouts, placement, and content.

Map User Flow Based on Preference

Once the analytics data was in place, the product team's next move was to segment users based on their app activity, preference, and demographics. The team utilized Custom Segments to group users based on two criteria:



The logic behind creating these segments was to ensure that the right categories were recommended to each user. As for the age group and location segmentation, these allowed the brand to change its messaging language and tone accordingly. For example, a user in the age group of 25-35 years from Delhi who searched for clothes, would receive communication from clothing brands.

Personalized Workflows Based on Segmentation

The product team utilized the insightful data and segmentation to run engagement campaigns. The team ran various campaigns based on the on-going offers and discounts.



1. Daily Reminder Campaign:

This workflow campaign was used to send communication to users who clicked on a specific brand or product banners the previous day or in the last 24 hours.



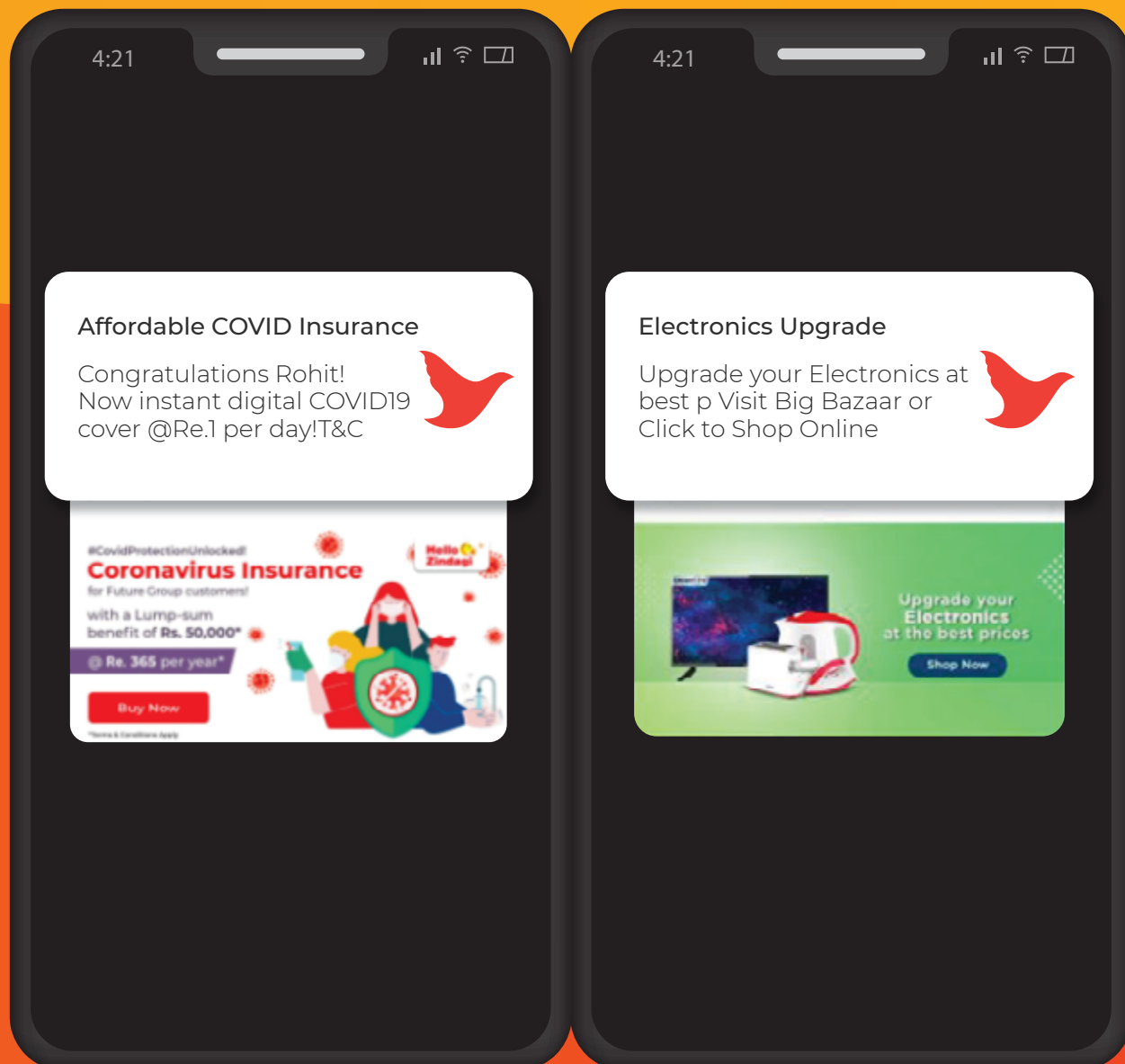
2. Periodic Campaign:

This workflow campaign would activate a periodically triggered communication (one notification only) to all users at 2:30 PM every day.



3. Target Audience Campaign:

This workflow campaign targeted users grouped under a specific product category—product they opted for or showed the most interest in—to receive one notification every week on an offer for the desired product.



All these campaigns were further tailored based on user attributes including first name, last name, city, wallet balance, category preferences. The team utilized MoEngage's AI-based recommendation engine Sherpa to optimize the messaging and send time.

Results

Future Pay's product team observed an improvement in various aspects right from engagement to conversions.

- Using MoEngage Analytics, the team was able to get an **in-depth view of user's in-app actions and preferences.**
- The actionable insights allowed the team to set-up a more informative and relevant engagement that helped **improve CTRs by 5%.**
- **In-depth analytics** on banner clicks and categories searched along with user in-app activity helped the team to **optimize messaging.**
- They were able to **increase engagement on communications upto 15%** and also improve visibility of preferred brand products attributed to personalization

Future Pay app's product team was also able to attribute the conversions that the app was driving to the Future Group stores. Overall, the team observed a 60% increase in conversions through offers and discounts banners. The team also noticed a 20% increase in overall traffic to Future Group entities such as BigBazaar, Future Bazaar, Heritage, etc., from Future Pay.

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 their cross-channel campaigns and engage efficiently with their customers. 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.

[Read More About MoEngage's Analytics Here.](#)

