MySyara Witnesses 3X Increase in Conversions Using Segmentation

About MySyara

MySyara is an on-demand car care and technology company. From mobile car washing and detailing to oil changes, diagnostics, and on-time servicing, MySyara offers a convenient, trusted, and professional service.

Founded in 2019, the car care brand is headquartered in Dubai, UAE and has operations across UAE and Kerala, India.

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Lack of Segmentation Led to Lower Engagement

The idea behind customer engagement has been there with MySyara from its inception. They had started utilizing internal platforms along with some third-party vendors to drive communication.

However, one of the biggest challenges faced by MySyara was scheduling its push notifications campaigns. While they were actively using push notifications to communicate with their customers, there wasn't much segmentation in terms of events and users available.

As a result, they could not garner a lot of traction from these campaigns.

Additionally, MySyara wanted to send its customers down the funnel.

> For instance, if a customer had used MySyara for car wash or car detailing, they wanted to up-sell their car services offering to that particular customer.

"

Prior to engaging with MoEngage, we were using an internal tool to drive engagement. However, due to various manual processes, MySyara witnessed major gaps in its engagement strategy. The internal tool restricted us from analyzing which channel was performing well and did not provide insight into customers' preferences. This is where we think our partnership with MoEngage has been fruitful.

Chirenj Chandran
CEO of MySyara

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How MoEngage and MySyara Together Built an Engagement Engine

Utilizing Different Channels With Custom Segmentation

With MoEngage, the on-demand car service brand started using two main channels:
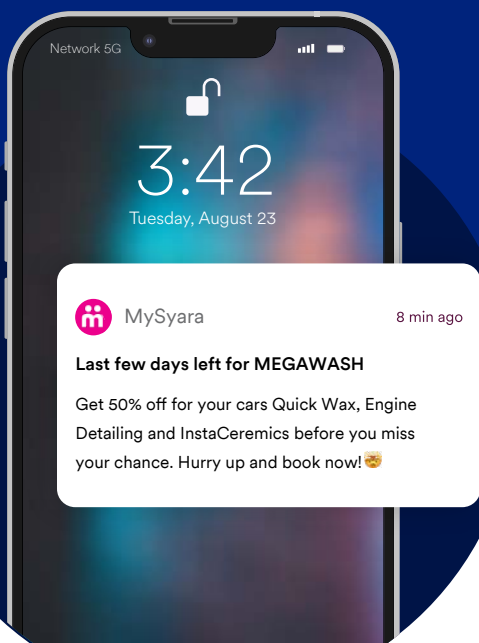
🔔 Push Notifications

✉ Emails

- For both channels, they started using custom segmentation like **"A user has executed car wash in the last 90 days but has not scheduled for car servicing"**.

- Similarly, for push notifications specifically, one of the custom segmentations they used was based on customers location - **"Last Known City is XYZ".** For this campaign, the brand sent out discount messages to ensure customers came back and completed the activity.

Network 5G

3:42
Tuesday, August 23

MySyara   8 min ago

Last few days left for MEGAWASH

Get 50% off for your cars Quick Wax, Engine Detailing and InstaCeremics before you miss your chance. Hurry up and book now! 🤩

As a result of this activity, MySyara saw a delivery rate of **98.3%,** and the CTR was close to **1.22%**

Overall, with the push notification campaigns based on different types of segmentation, the car servicing brand witnessed a **3X** increase in conversions as compared to the earlier general push notifications.

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When it came to Emails, the brand used different kinds of emails ranging from offers to informative emails.

For instance, the brand leveraged email capabilities of MoEngage in its retargeting campaign.

In this campaign, MySyara reached out to customers who had executed a purchase at least once in the last **120 days.**
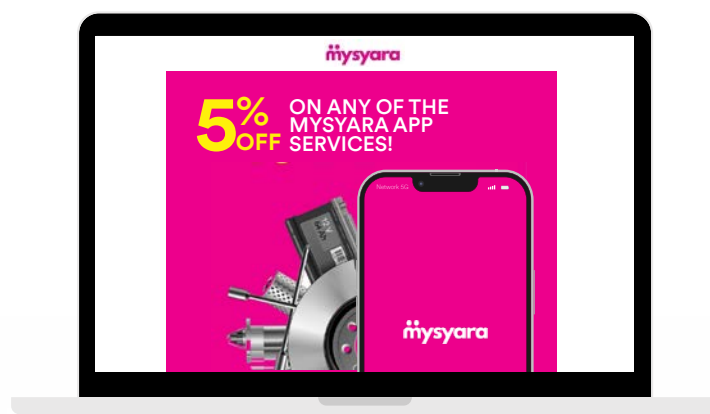
Particularly for this campaign, MySyara sent out emails to **14K** customers. The open rate for the campaign was **32.48%.**

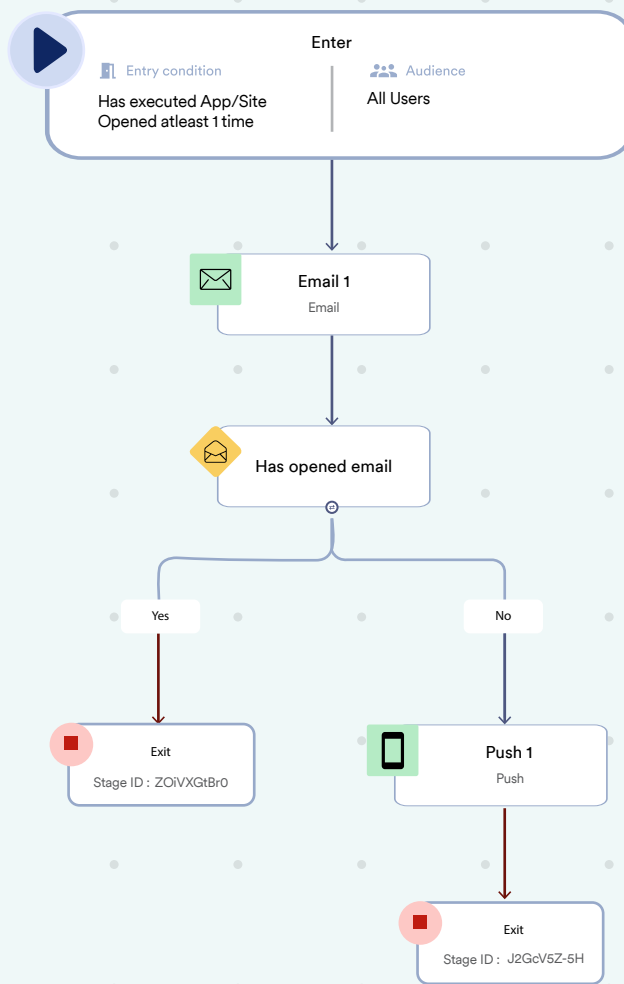# Leveraging Customer Journey Orchestration (Flows) with RFM Segmentation

MySyara also used RFM segmentation (Recency, Frequency and Monetary) within flows to engage with customers through different channels.

Some of the RFM segments that MySyara created were:

- **Super User:** Someone who has executed App/Site Opened atleast once in the last 15 days and has executed a purchase

- **Non-Active Car Wash:** Someone who has executed purchase atleast once before July 19 2023 and has not executed a purchase in the last 45 days.

For such segments, the brand created different flows and leveraged push notifications and emails.

One example of this is MySyara using flows to assist customers in booking a car wash with free interior cleaning.

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Enter

Entry condition	Audience
Has executed App/Site Opened atleast 1 time	All Users

Email 1
Email

Has opened email

Yes — No

Exit
Stage ID : ZOiVXGtBr0

Push 1
Push

Exit
Stage ID : J2GcV5Z-5H

In this, MySyara first sent out an email to the segmented customers, and this was followed by a push notification.

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CONGRATS! YOU'VE WON A
FREE INTERIOR CAR WASH
USE CODE: INTFR

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Some of the other flows that the brand has been using are:

6.72% conversions

Welcome Mail and Push Notifications to New Customers

2.63% conversions

Car Service and Free 1 Month Wash

12.62% conversions

Abandoned Cart

MySyara   8 min ago

You won a FREE Interior Car Wash!

Use code 'INTFR' and complete your booking for a free Interior Cleaning today!

Using Informative Email to Engage with Customers

Apart from sending out communications to bring back customers, MySyara also started an email campaign to share information about the different types of cars, how to take care of a particular segment of car, etc.

One such example of this campaign was an email send to customers around **"different kind of cars your favorite football player drives.** For this email, the brand saw an open rate of **~34% and CTR of 1%.**

Similarly, some of the other email campaigns were:

- **Used cars that hold the best value**

- **Most affordable esports car**

Overall, for such email campaigns, the brand saw an uplift of at least 5% in the open rates, compared to any email that contained offers/was generic.
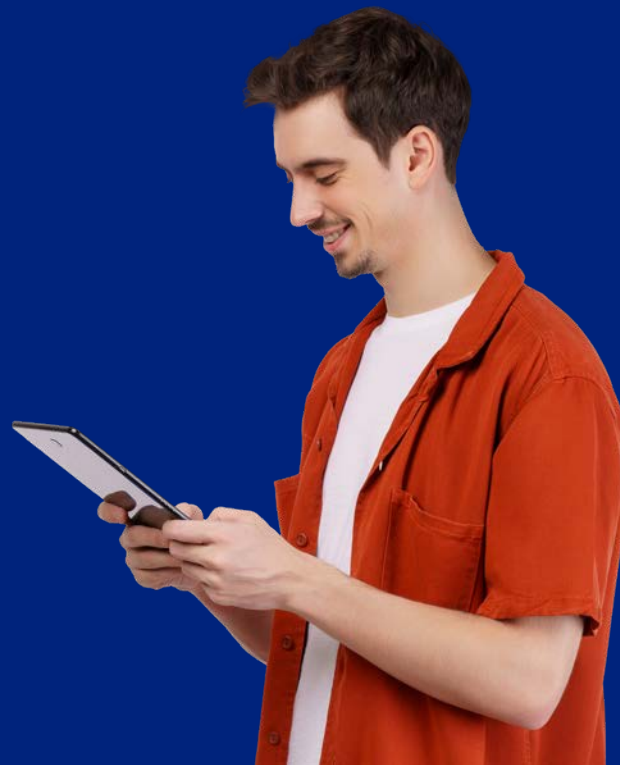
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Results

3X increase

in conversions for segmented push notifications
vs general push notifications

12.62% conversions

using RFM segmentation for 'abandoned cart' flows

5% uplift

in open rate with informative email campaigns
vs generic emails

MoEngage Features Used:

Customer Journey Orchestration | Email Campaigns | RFM

About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Commercial Bank of Dubai, Mashreq Bank, AMC Theaters, DAMAC Properties, Landmark Group, Apparel Group, Deutsche Telekom, Samsung, Vodafone, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly customers. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage is named one of the most preferred vendors for multichannel marketing as rated by customers, with high recognition across Gartner, Forrester, IDC, and G2 reports.

Get a demo of MoEngage today!

To learn more, visit www.moengage.com.

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