

Samco Securities Uplifts Overall Revenue by **10% Through Contextual Engagement**



About Samco Securities

Samco Securities is a technology-led discount stock broker registered with India's leading stock and commodity exchanges, such as BSE, NSE, MCX, MCX-SX, and NCDEX. Samco helps every stock market participant consistently beat the market and achieve their best financial performance. They have built a simplified trading and investment platform that enables stock market participants to analyze their actual stock market performance.

Revolutionizing Wealth Creation and the Journey to Unified Customer Experiences

As an organization focused on creating wealth for investors and traders, Samco Securities is a true example of what it means to provide real value to customers.



Our mission is to help every stock market participant ace the index and consistently achieve their best financial performance. The mission aims to equip participants with the tools, resources, and knowledge necessary for success in the complex and ever-changing investing world. Samco shows unseen insights of each trader on the Samco Trading App, which helps them trade better. To achieve this, we deliver high-impact, real-time, hyper-personalized insights to the customers, i.e., Andekha Sach, to help them improve their trading and course correct whenever needed.

Mr. Jimeet Modi
CEO and Founder at Samco Securities Ltd.



Early on, the brand observed a missing link between the value it provided to its end customers and the supplementary communications and customer engagement. This inadequacy stemmed from the limitations of the brand's existing in-house campaign management platform. The lack of real-time customer profile analysis, precise segmentation capabilities, and much more held the brand back.



Our business objective was apparent - how do we get our target audience to come to us and stay for a long time? To facilitate this, we wanted a one-stop, integrated platform that could take care of everything from customer acquisition to engagement and long-term retention.

Mr Ajay Dusane
Chief Growth Officer at
Samco Securities Ltd.

This thought process commenced the brand's search for a **Martech platform** that could provide real-time insights into the customers' behavior, give a 360-degree unified view, and facilitate enhanced omnichannel customer engagement.

The Objectives:

The short-term goals of the brand were to unify customer data under one roof to analyze and engage customers in real time. Doing so would also ensure the team could create seamless omnichannel customer experiences. The long-term business goals were to efficiently handle engagement at scale, improve conversions, and maximize ROI through actionable insights.



One Integrated Platform Instead of a Bloated Martech Stack



While we evaluated many platforms, we finalized MoEngage due to its superior suite of features and functionalities, like A/B testing capabilities, AI/ML capabilities, and Intelligent Path optimizer, to name a few. A noteworthy aspect of the MoEngage platform was the ease of use. Our campaign go-live time has reduced to 1/10th of what it used to be before, with the help of the drag-and-drop editors MoEngage provides.

Mr. Pradeesh Ramakrishnan

Head of Engagement & Revenue, Samco Securities Ltd.



After onboarding the platform, MoEngage replaced over four systems that Samco Securities had to facilitate customer engagement. These systems included the brand's email provider, i.e., in-house campaign management system, push notification provider, SMS channel provider, and WhatsApp channel provider.

moengage

Before

4 Systems Trying to Facilitate Customer Engagement



After

MoEngage Facilitating Customer Engagement Seamlessly



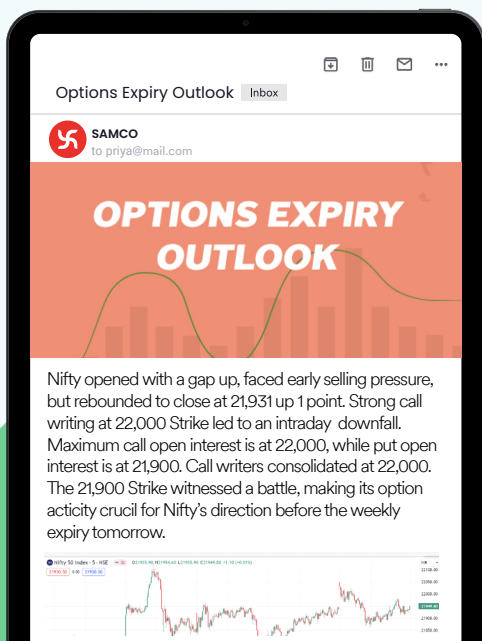
“ In the BFSI category, this is by far the fastest integration we’ve seen with a MarTech platform. We onboarded the platform within seven days of signing the contract and went live with our first use case in the next 13 days. In today’s competitive landscape, this kind of agility is paramount for success, and having such an engagement partner by your side makes it all the more efficient.

Mr. Nilesh Sharma
ED and President at Samco Securities Ltd.



“ Before using MoEngage, the customer journey orchestration was completely tech-dependent and usually took anywhere between 1 week to 1 month. With MoEngage, we are now designing and finalizing journeys in under an hour and taking them live within 2-3 days.

Mr. Mrinal Nidhi
Head of Martech and Performance Marketing at Samco Securities Ltd.



Contextual Customer Engagement Leading to a 100% Uplift in Revenue

Samco Securities Ltd clocks over **1 million** website visitors monthly and over **100,000** users on its app. Siloed communications at this customer base can be catastrophic for a brand as big as Samco. But it wasn't something the brand had to worry about after adopting the customer engagement platform.



Since onboarding MoEngage, we have seen a significant improvement in various metrics. We've optimized the entire customer onboarding journey with the platform and have seen a **4X** improvement in reachability and a **5X** improvement in the number of digital onboardings. The post-onboarding engagement has also improved, leading to a **10X** jump in overall conversions and a **100%** increase in revenue from those conversions.

Mr. Pradeesh Ramakrishnan
Head of Engagement and Revenue at Samco Securities Ltd.


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Using MoEngage, our entire customer engagement efforts have improved remarkably. The impact of this resonant across our revenue rates too, where we've seen a **10%** uplift, along with a **20%** increase in our active user base (on the app) before vs. after MoEngage.

Mr. Mrinal Nidhi
Head of Martech and Performance Marketing
at Samco Securities Ltd.

Results

4

**Martech Systems
Replaced with
MoEngage**

10%

**Uplift in
Overall Revenue**

10X

**Jump in Overall
Conversions**

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Punjab National Bank, Hindustan Unilever, Samsung, Flipkart, Domino's, Nestle, Landmark Group, BigBasket, 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 customers every month. 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 was recognized as a [Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer'](#) for the Multichannel Marketing Hubs Report and a Strong Performer in the [Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation](#). MoEngage was also named a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023 Vendor Assessment.

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.