

# Alsaif Gallery Witnesses 15% Increase in Revenue with Flows and Smart Recommendations



## About Alsaif Gallery

Alsaif Gallery is the leading retailer for kitchen appliances in Saudi Arabia. The brand is among the 100 most popular Saudi brands due to its high-quality specifications and modern designs.

Founded in 2006 and traditionally an offline retailer, Alsaif Gallery started its E-commerce business in 2017, and post-2020, the E-commerce business witnessed **100%** year-on-year growth. At the same time, the mobile app became a major source of revenue, with a **65%** share.

In December 2022, Alsaif Gallery took out its IPO and is currently the leading market share holder in its category.

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

## Low User Count, High Drop Offs and Lack of Segmentation Hindered Alsaif Gallery's Customer Engagement

To support its E-commerce business initially, the brand did deploy specific CRM platforms for its communication channels. However, the tools did not provide the desired results, leading to many gaps in customer engagement. Moreover, the lack of local support from other CRM tools also created a roadblock/hindrance.

Apart from this, some of the other challenges that Alsaif Gallery faced were:

- ❗ **Low count of registered users**  
The brand was witnessing high traffic on its website; however, since the registration process was not in place, there was no way of reaching out to them again. Moreover, the brand could not re-direct its audience to download the app.
- ❗ **High drop-offs across stages**  
The brand witnessed high drop-offs at the browsing stage, PDP (product display page), cart abandonment, wishlists, and payment failures.
- ❗ **Segmentation analysis**  
Alsaif Gallery faced issues with segmentation, leading to inaccurate targeting of customers.

Additionally, Alsaif Gallery also turned towards MoEngage to:

- ✅ Drive app-level optimization to increase conversions
- ✅ Customer success support to drive high numbers across channels



In the past, we have also used CRM/CEP. However, scalability and support have always been an issue. While we did witness some growth, we wanted to breach the highest point and grow even further. This is where we think MoEngage has helped us.

**Moalla Alfadil**

Director of E-commerce, Alsaif Gallery

## How Alsaif Gallery Drove Higher Engagement Leveraging MoEngage's Capabilities

After carefully evaluating a number of CRMs, CDPs, and Customer Engagement Platforms, Alsaif Gallery decided to partner with MoEngage as they wanted to drive competitive differentiation in the market.

Post the MoEngage integration, the brand started utilizing the segmentation feature to draw retention campaigns. Some of the campaigns they focused on were related to products, such as - the most browsed or highest-selling products.

Event triggers and user attributes drove all segments that Alsaif Gallery created, and the communication was mainly through push and emails.

Additionally, the home and kitchen appliance brand also leveraged features like **Flows, Dynamic Product Messaging, and Segmentation with delayed optimization using Sherpa**. They also leveraged the power of **Push Amplification™** to increase its deliverability, especially amongst those customers who had Xiaomi or Huawei phones.



### Smart triggers:

Triggers the message basis the conditions you set (e.g. Send discounts/reminders before subscription expiry).

### Push Amplification™:

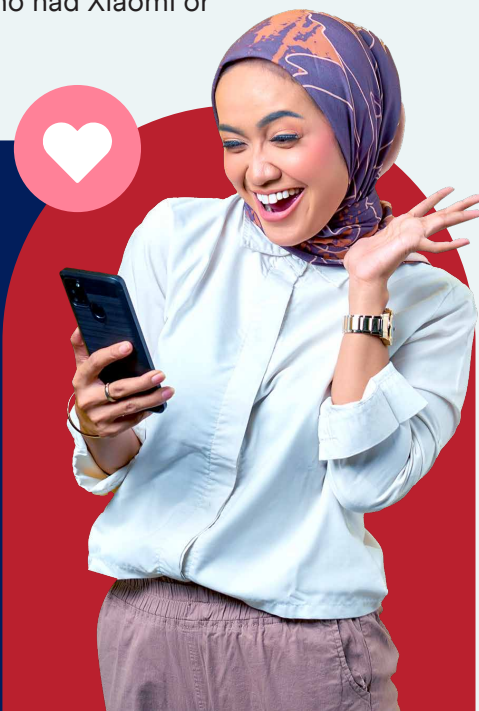
Used to increase delivery in case FCM notification delivery fails.

### Sherpa A/B test:

Dynamic A/B testing campaign, powered by Sherpa - our proprietary AI engine.

### Dynamic Product Messaging (DPM):

A solution to communicate personalized products/services for each customer.



## Alsaif Gallery Uses Flows + DPM to Drive Traffic and Increase Conversions

One of the campaigns that stood out for Alsaif Gallery was “the 10 days no visit” campaign. Here they utilized flows along with push notifications to communicate with those customers who had not opened the app or the website for the last 10 days.

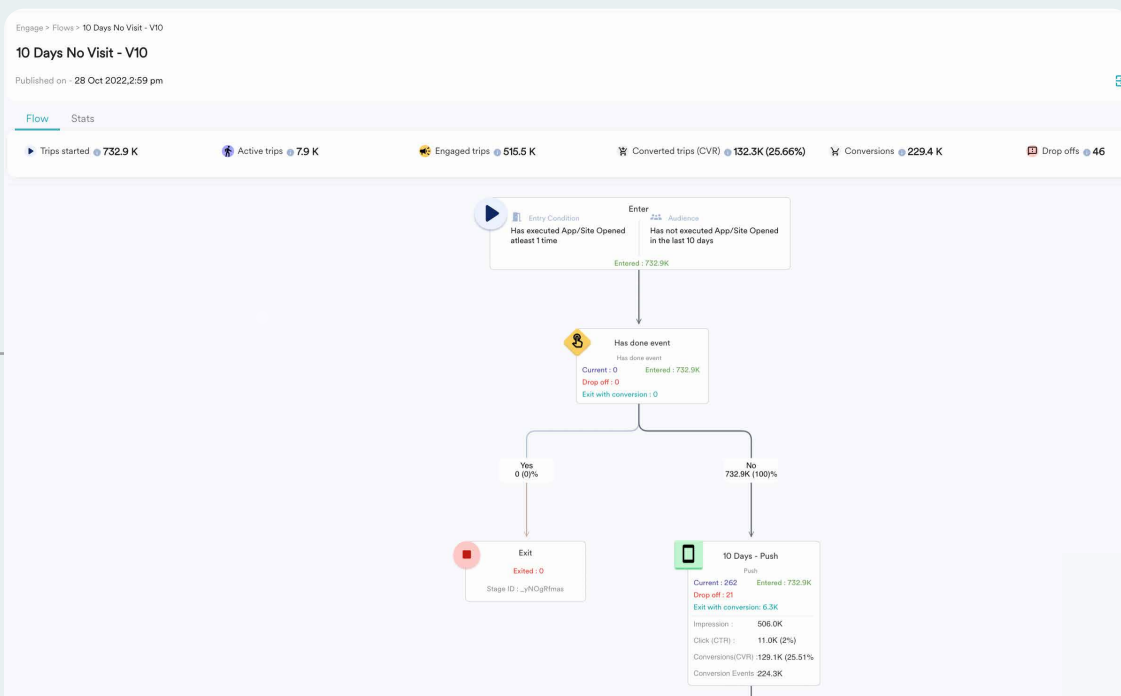
## Results

2.13%

CTR

57.19%

Conversion Rate



Another campaign that Alsaif Gallery ran using a combination of Flow + DPM was for product browse abandonment. Here the brand leveraged emails and used the reference of the products that each customer was viewing.

They sent out DPM-powered emails to each customer based on their product view history

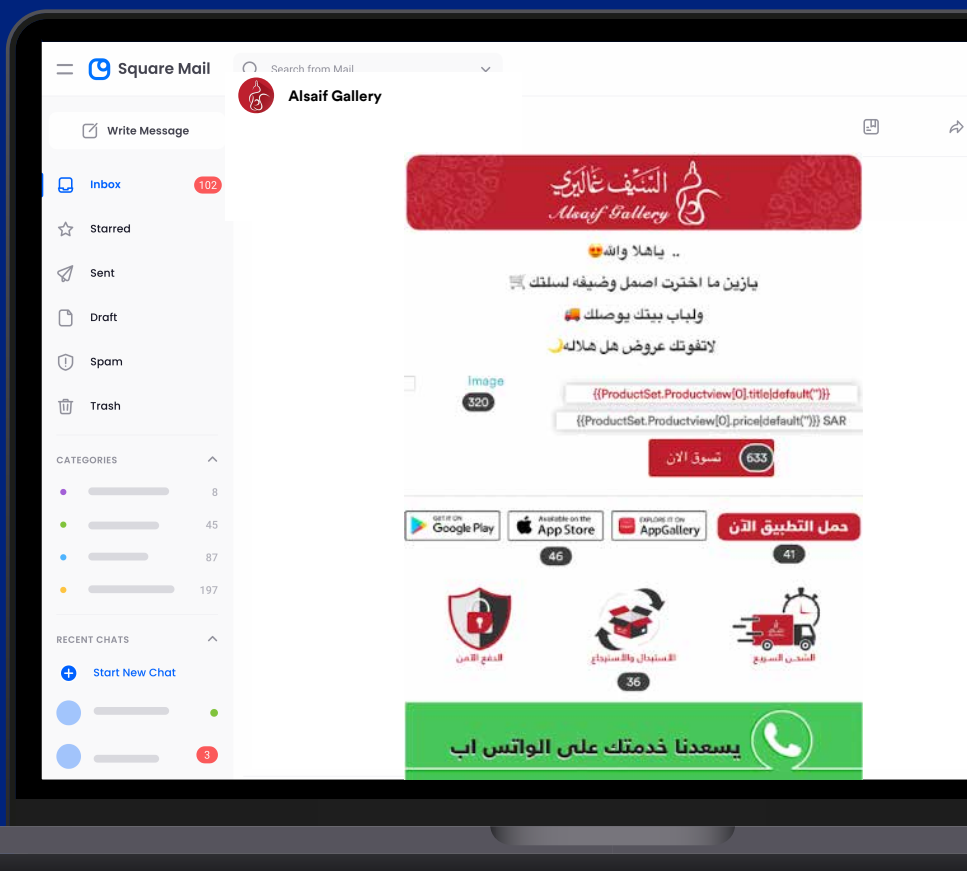
## Results

49.3%

Open Rate

5.46%

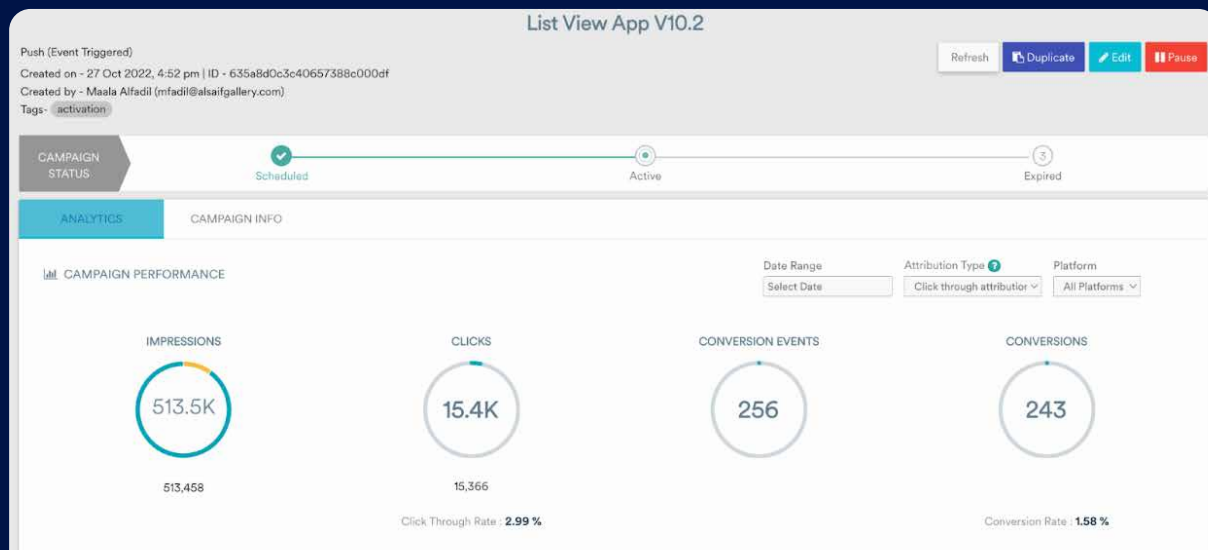
click-to-open rate



## Alsaif Gallery Leverages Smart Triggers and Push Amplification™

Apart from the various segments the brand had created, they also ran a few event-triggered push campaigns, where they leveraged Push Amplification™ and smart triggers to drive higher conversions.

One such example is Alsaif Gallery running an event-triggered push campaign for those customers who had not executed product view or executed add to cart.



### Result

Here the brand leveraged Sherpa-based delayed optimization, and as a result, the brand was able to garner,



Some of the other campaigns that Alsaif Gallery ran, especially during the Black Friday Sale period, garnered a **CVR of 1.61%** on push notifications. This ultimately resulted in a revenue generation of **16.7 million SAR**.

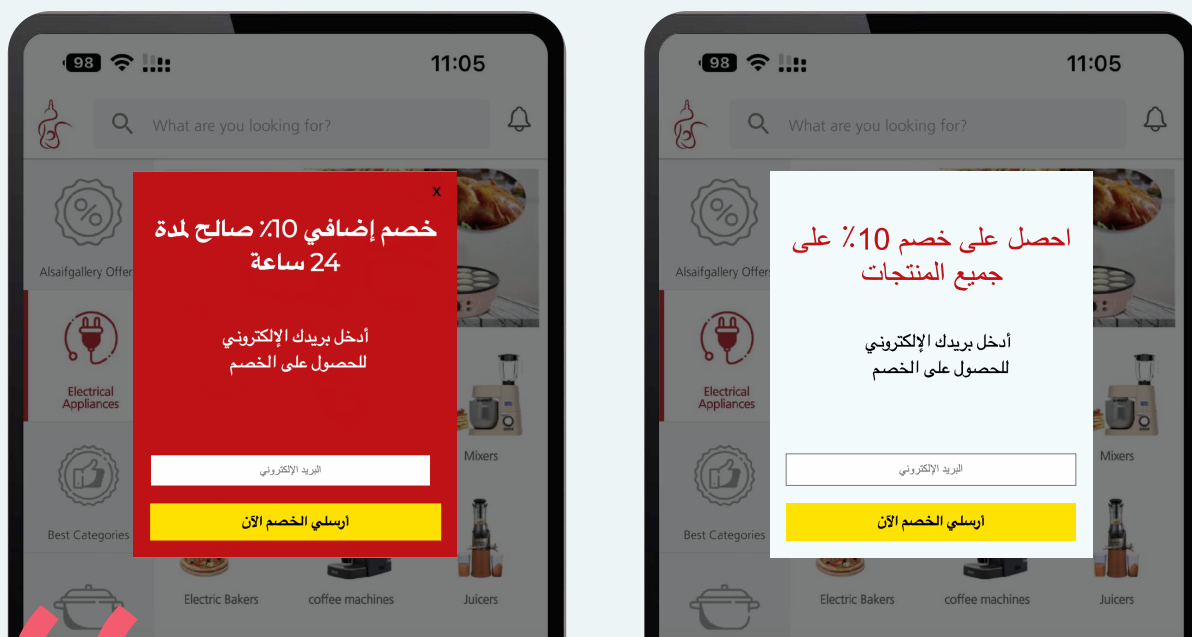
Similarly, for emails, the CVR accounted for **1.96%**, leading to **352K SAR** in revenue contribution.

Additionally, even after the sale period, the brand continued its campaign for a couple of days, which resulted in a **CVR of 7.78%** (on November 28th).

## How Customer Success Enabled Growth For Alsaif Gallery

Apart from push notifications and emails, the customer success team assisted Alsaif Gallery in leveraging onsite messaging coupled with Sherpa capabilities. The team created multiple Sherpa-based variations based on MoEngage's customer success suggestions.

**Result**      **6.5%**      |      **~6%**  
CTR                      CVR



MoEngage's customer success support team is an invaluable resource for keeping campaigns on track and ensuring that our clients are informed of key performance indicators. They provide thorough training on new features and are dedicated to monitoring campaign performance. Additionally, they are proactive in identifying issues and modifications and provide guidance on how to address them. Their overall evaluation and guidance has been instrumental in our success.

**Moalla Alfadil**

Director of E-commerce, Alsaif Gallery



## Results

“10 days no visit” Campaign

**2.13%**  
CTR

**57.19%**  
Conversion rate

DPM Powered Campaigns

**49.3%**  
Open Rate

**5.46%**  
Click-to-open rate

Black Friday Sale period

**58%**  
Increase in DAUs

**39%**  
Increase in MAUs

**~2% (196%)**  
Revenue uplift

Push Amplification™

**51K** Increase in Campaign Impression

## MoEngage features used by Alsaif Gallery

[Flows](#) | [DPM](#) | [Segmentation](#) | [Delayed optimization with Sherpa](#) | [Push Amplification™](#)

## 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 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.

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

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