

# Azadea Group Grows 300% Weekly New Customers after Adapting an Omnichannel Approach



## Highlights

**45%**

increase in  
sales contribution

**300%**

growth in weekly  
database acquisition

**50%**

CVR uplift  
from  
abandoned  
cart flow  
after  
implementing  
multi-channel  
automated flow

**27**

points improvement in NPS after  
order status automation

## Azadea – It's all about catering to the customer's needs

AZADEA Group is one of the popular premium retail brands offering premium lifestyle products to millions of customers. The Group started as a simple clothing brand back in 1978 in Beirut but now owns more than 600 stores across UAE, Saudi Arabia, Qatar, Jordan, Egypt, Kenya, and more. The Group also launched its E-commerce arm Azadea.com (website and app) to cater to its customers across online channels. Its mission has always been to provide better and exciting fashion, beauty, home furnishing, and food options. The Group offers national and international brands known for quality, comfort, and trends.



**40+**  
International  
Brands



**44+**  
Years of Retail  
Experience



**10,000+**  
Azadeans



**600+**  
Stores



## Absence of unified customer data to improve customer engagement

With a mission to provide the best customer experience, AZADEA Group's path to customer engagement was evident. However, being an established brand that runs across different countries, it was difficult to understand every customer. The Group realized the need for unified customer data that provides efficacious customer insights. The teams' strategy was to integrate all the customer data under a single platform and get a 360° view of their customers. The team also considered utilizing the same platform to execute their engagement strategy.

Before they could even finalize on the platform, the team first wanted to set up high-level goals they wanted to achieve using this insights-led engagement strategy.

- ▲ Integrate data from across channels under one platform to have a 360° view of the customers.
- ▲ Build a data warehouse to understand customers at every stage allowing a more insights-led engagement.
- ▲ Build end-to-end customer engagement campaigns:
  - Focusing on completion of first purchase by creating purchase journey based communication;
  - Driving customers to come back on the app/website or store for repeat purchase using relevant recommendations;
  - Reducing cart/wish/view abandonment by providing contextual messaging;
  - Sending order status communications to improve NPS.
- ▲ Improve conversions and purchases using personalized, relevant communication.

Once the goals were set, the Group's teams decided to explore platforms that would offer all these features while being intuitive.



“

A platform which can work as an omnichannel CRM tool, offers a solution for CDP, and at the same time also supports multi-channel communications and analytics.



**Shaheer Usmani**

Head of E-commerce Marketing,  
Azadea Group



”

After much consideration, the teams zeroed on MoEngage's insights-led customer engagement platform.

## Centralized data platform to establish a more insights-led engagement

AZADEA Group aimed to understand their customers competently and use the understanding to elevate the whole experience. Their overall engagement and experience strategy was smooth flowing, but that flavor of hyper-personalization was still missing.

“

Even before the pandemic, personalization had become an integral part of exceptional customer experience - not just in E-commerce channels but in all customer interactions. This transition fueled by rising customer expectations has increased the importance of shaping the customer experience and perception at every touchpoint. Adopting a hyper-personalized marketing strategy powered by data and AI gives us the instant capability to see, react, and choose personalized actions based on a customer's profile - including lifetime value, preferences, sentiment, and patterns. Additionally, it provides context based on holistic interaction history and the customer's most recent journey.



**Abhishek Tiwari**

Manager CRM,  
Azadea Group



”

The whole process of executing this strategy was multi-fold and required integrating customer data and multiple tools. AZADEA's team focused on performing all the data analysis and campaigns from one platform, i.e., MoEngage, while integrating other related tools. The approach was to ensure every aspect of the customer, including communication, is stored under one platform to negate multiple data creations. The process also helped build a more insights-led engagement strategy, making it more customer-centric than campaign-centric.

## Offline+online data integration to create a customer data warehouse

The first aspect of the 360° view approach and the most crucial one was integrating offline and online data on the MoEngage platform. With the help of their IT team, the Group's marketing team moved all their data from other tools, websites (Group's and partnered stores' websites) on the MoEngage platform. With this move, the Group's marketing team was optimistic that they would understand their customers better and use the collective insights to enhance engagement and experience.



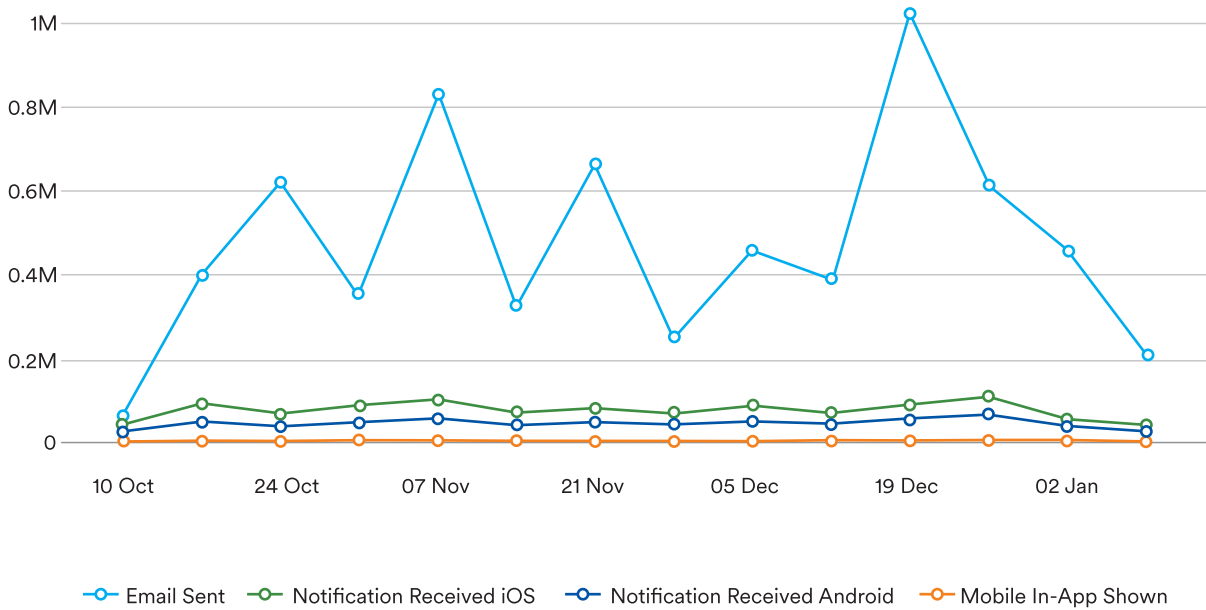
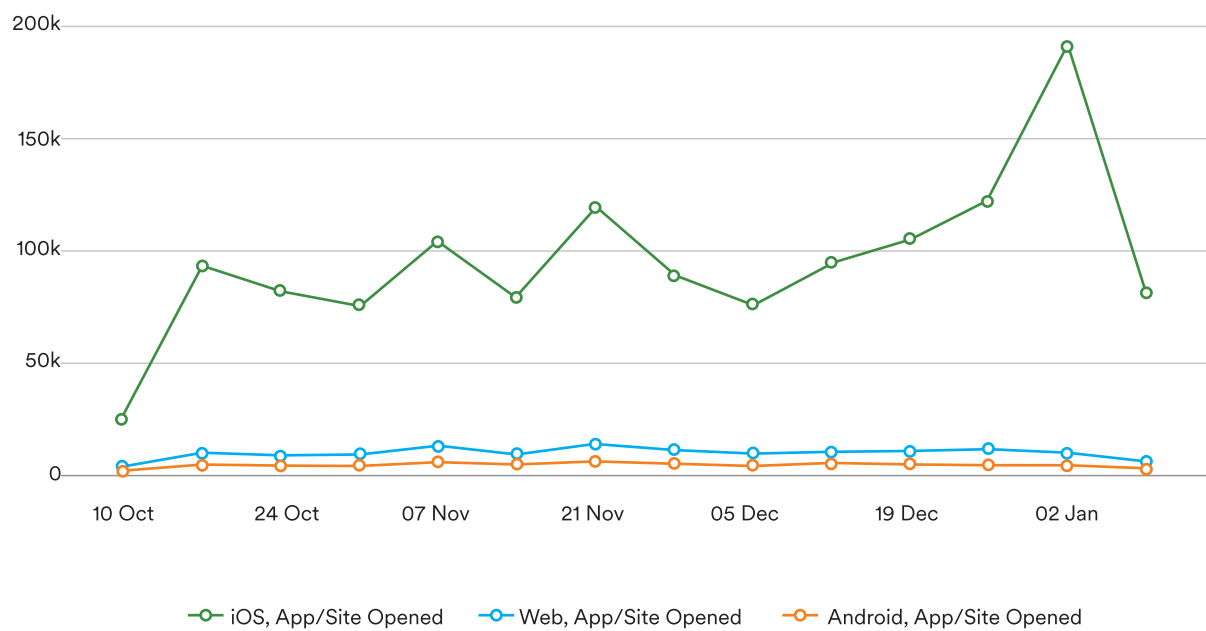
One of the most important aspects was to use this data into actionable insights, and for which we decided to build Analytics dashboards to have an omnichannel view of customers. We also ensured that we onboarded our offline customers to our E-commerce website and app by encouraging them to sign-up on these platforms.

**Abhishek Tiwari**

Manager CRM,  
Azadea Group



The team's next move was to analyze the integrated data to create different segments of customers. They created the segments based on demographics, preferences, and buying habits and then sent unique communication to the customers based on their buying journey.



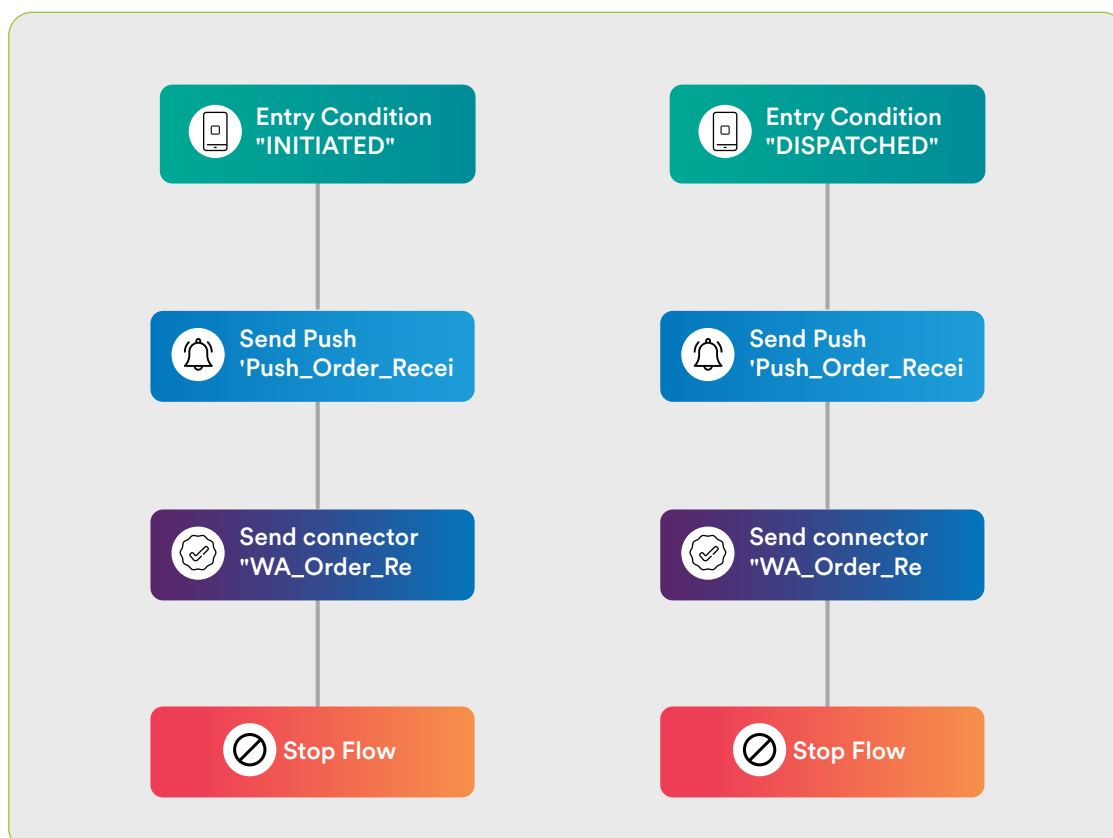


## Regulate order flow with customer-centric campaigns

Group's marketing team was utilizing another platform to run campaigns. But now, they wanted to use the MoEngage platform to run campaigns. Analyzing customer data holistically provided the team with insights on customers' buying patterns and journeys; then used insights to create action-driven campaigns. These campaigns focused on creating step-by-step engagement that will regulate order flow in an orderly manner. The team was looking at multiple aspects:

- ▲ follow-up purchases using trending products and back-in-stock products;
- ▲ reduce cart abandonment using price drop alerts;
- ▲ cross-selling using new products with special prices; and
- ▲ daily communication on low-stocked products.

The third-party tool integrations like Argoid allowed the team to build recommendations and top trending products; then send these recommendations based on customers' current purchase journey. The brand utilized smart-triggered campaigns for timely communication and DPM campaigns for hyper-personal communication.



“

We wanted to ensure our communication was personalized on a customer action-level and to do this efficiently. We needed to integrate with other tools. MoEngage engagement platform made the whole process easier with ease in multiple tool integration, allowing us to utilize Argoid to its optimum. Our journey workflows for abandon view are getting CVR's that beat market benchmarks. For instance, the abandoned cart observed a 10% CVR, and the abandoned view 2.5% CVR. Also, our welcome journeys converted at a 4% CVR and abandoned wishlist at 4.5% CVR.

**Abhishek Tiwari**

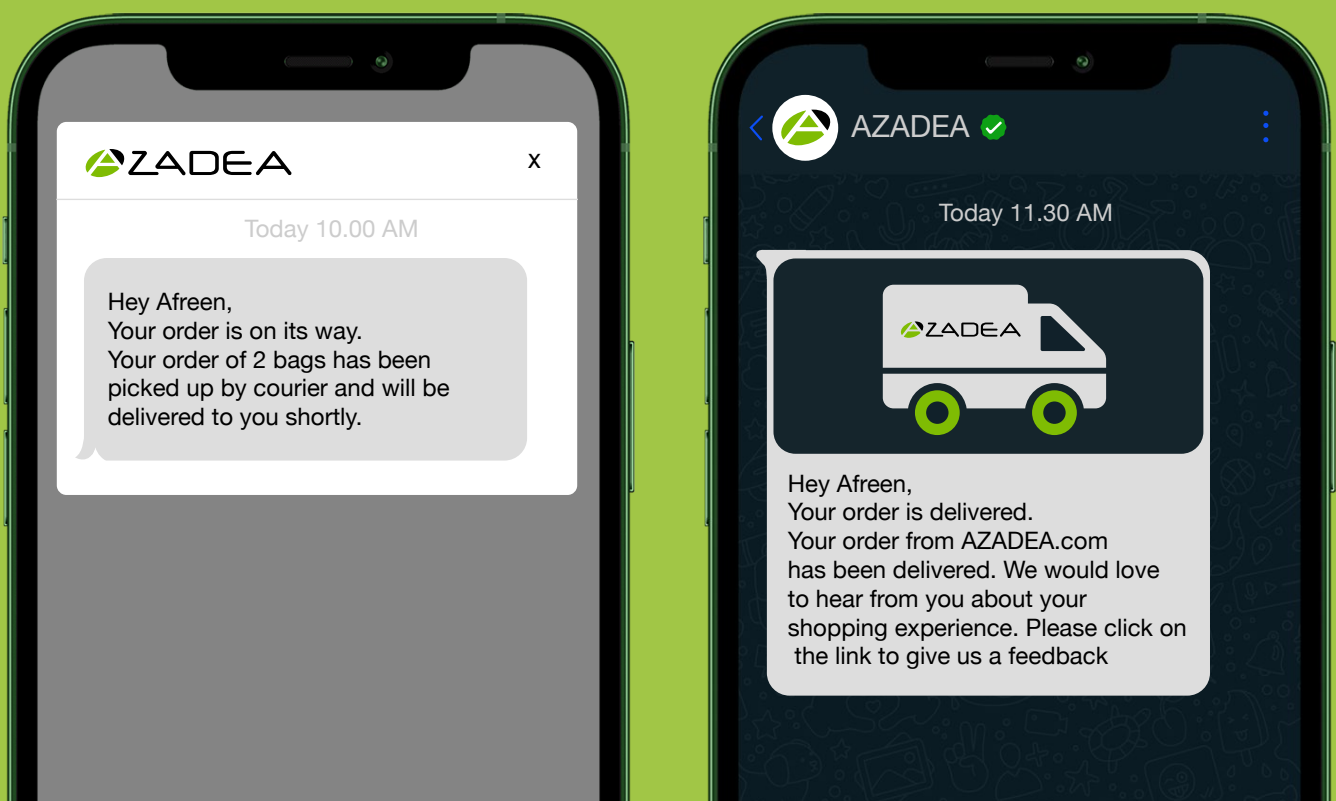
Manager CRM,  
Azadea Group



”

## Omnichannel engagement with SMS and Whatsapp integration

End-to-end customer engagement means that AZADEA's team focuses on engaging customers across channels throughout the purchase journey. The team opted for a multi-channel approach to integrating SMS and WhatsApp as offline transaction channels. The team set up the campaigns based on the customer's action, and when the action was taken or ignored, MoEngage's Flow triggered communication accordingly.







Our omnichannel integration allows us to report on offline/online transactions that happen after an SMS/WhatsApp/Email/App push is triggered. This is helping the team make better decisions and engage customers better,

**Shaheer Usmani**

Head of E-commerce Marketing,  
Azadea Group



The team worked on an omnichannel journey to reduce churn and increase repeat purchases using personalized communication that drives the LTV up.



We are a unique brand that uses a single platform to send communication across all channels/platforms. That's one of the USPs of MoEngage platform as well.

**Shaheer Usmani**

Head of E-commerce Marketing,  
Azadea Group

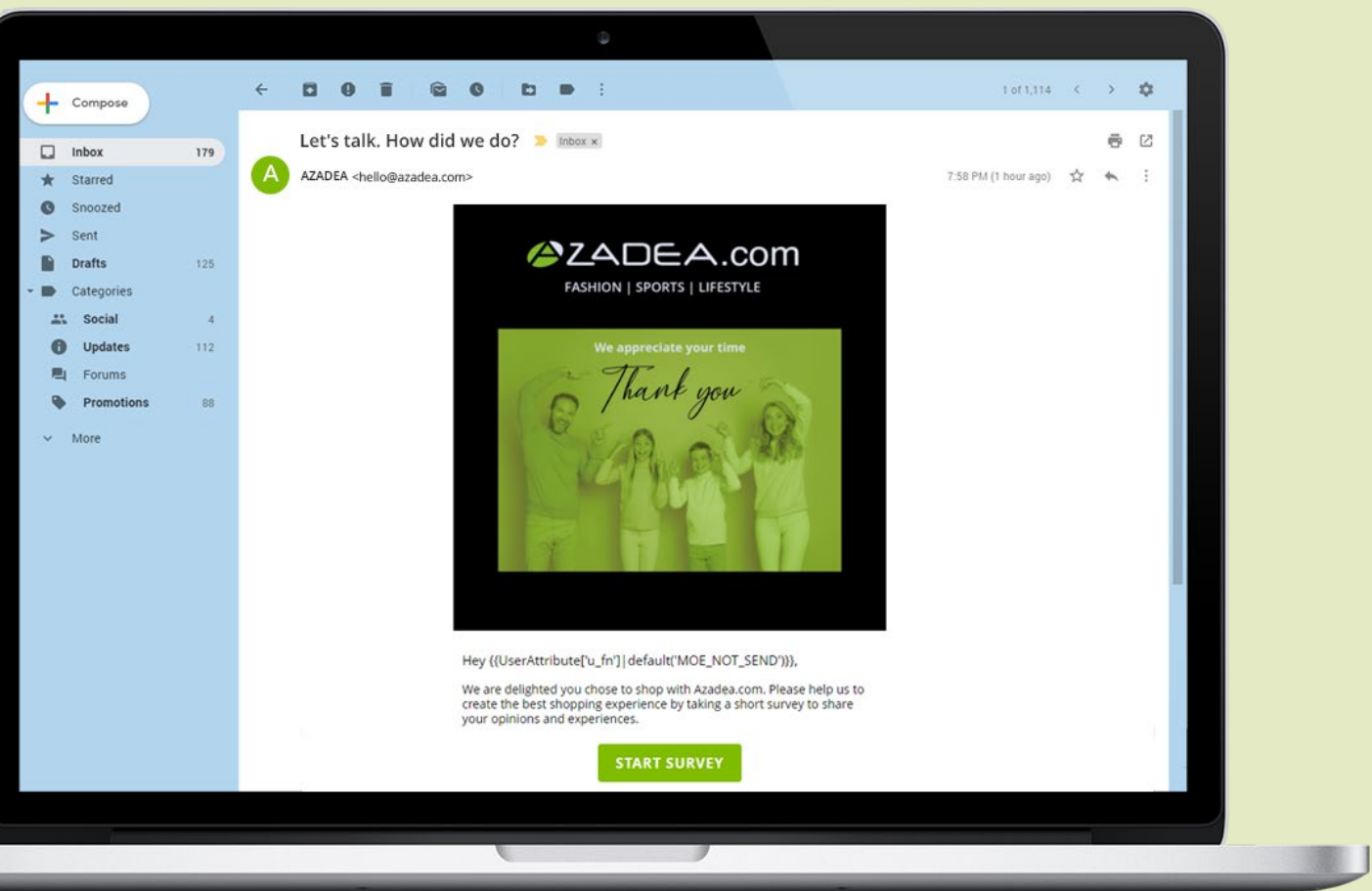


## Enhancing NPS score and customer experience

Azadea team wanted to keep their NPS rating healthy, so they followed two measures:

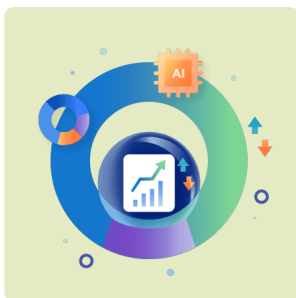
- ▲ sent timely order status updates once the purchase was complete; and
- ▲ understand customer pulse by allowing them to give feedback on their overall experience.

Through the Typeform integration within the MoEngage platform, the team created surveys and triggered them based on specific customer actions through different channels. The surveys for online channels (onsite and email, WhatsApp, SMS) were sent through Typeform; the team utilized tablets and emails for offline channels. These surveys were able to inform the Azadea team of their customers' pulse.

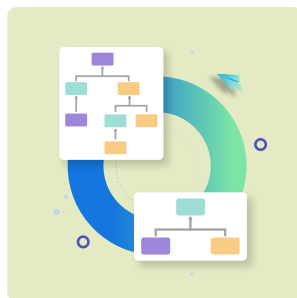


So the team could take corrective measures based on our customer's feedback on various aspects such as marketing, tech, merchandising. This strategy helped the team improve their NPS score to 27 points.

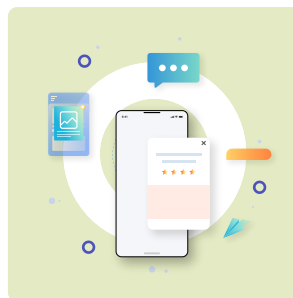
## MoEngage products used by Azadea Group



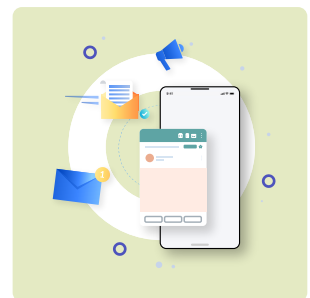
Predictions



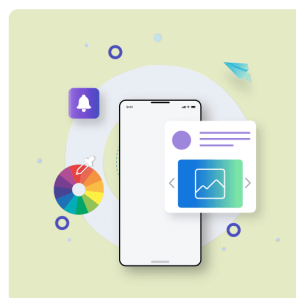
Flows



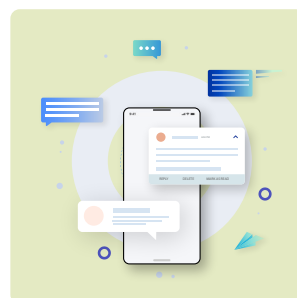
In-App and On-site



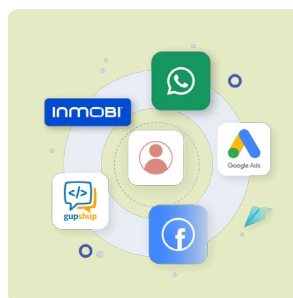
Email suite



Push Notification



SMS



Connectors (WhatsApp)

## 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 [Gartner Magic Quadrant 2020](#) for Mobile Marketing Platforms and a Strong Performer in [The Forrester Wave™ Report](#) for Cross-Channel Campaign Management (Independent Platforms), Q3 2021. G2 also named MoEngage a Leader in the [Fall 2020 Grid® Report](#), and the #1 Mobile Marketing Platform in the [Spring 2021 Momentum Report](#).

**Get a demo of MoEngage today!**



✉ [hello@moengage.com](mailto:hello@moengage.com)

🌐 [www.moengage.com](http://www.moengage.com)

🐦 [twitter.com/moengage](https://twitter.com/moengage)