

World's Leading Off-Price Retailer Brands For Less (BFL) Uses Segmentation & Personalized Campaigns to Drive 2X MAU



BFL builds loyalty and trust through exceptional customer delight

Headquartered in Dubai, UAE and with over 1 million+ downloads, Brands For Less group is a leading off-price retailer of fashion and homeware. BFL offers men's and women's high-quality designer brands at up to 80% less than the recommended retail price.

Apart from the BFL brand, the group also comprises of Tchibo franchise for the MENA region, selling the German brand's homeware and basic apparel at very competitive prices, Toys for Less, for kid's apparel and costumes at outlet prices, and Muy Mucho, a Spanish homeware brand with its first store in Malta.

Additionally, BFL, with its acquisition of the Korean brand MUMUSO, is continuously working on expanding its product range to fit BFL Group's "value culture".

With a presence in over 6 Middle East markets and one European market, BFL plans to expand and open more stores in the next few years, and that's alongside expanding the reach and success of its Brandsforless E-commerce website and mobile application.

Improvement in Insights, Analytics and Limited Engagement Due to Generalized Campaigns



Winning customers' trust by engaging with them at every touchpoint was essential to BFL. Before partnering with MoEngage, the brand was majorly running generalized campaigns with only a few personalized campaigns.

Moreover, the brand ran disparate point solutions instead of an integrated platform. This led to lower conversion rates than expected.

BFL, at the same time, wanted improvement in the insights, gathered specially from the rich customer data already present with them from online and offline channels.

In a nutshell, BFL identified its challenges across single customer views, improvement in insights and analytics, and generalized campaigns. To overcome these challenges and build upon behavioral analysis to target different cohorts, BFL decided to drive insights-led engagement using MoEngage.



Customer engagement for us is critical. As a retailer, you always want to engage with the traffic that is coming in. It does not stop at a one-time transaction but rather spreads over the customer lifecycle stage through repeat purchases. Our main KPIs were Engaging, Converting, and Retaining. This is where MoEngage helped us by providing rich insights on our customers, enabling us to drive personalized campaigns

Madhina Thomas

Senior Executive Customer Retention Marketing

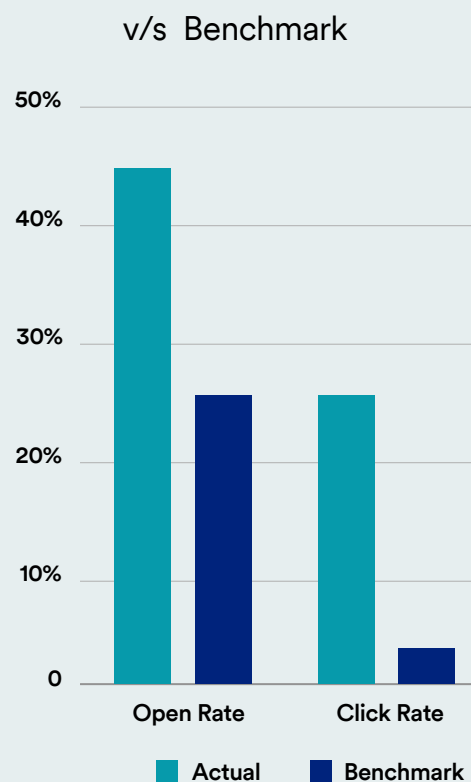


BFL Engages With Customers Through Segmentation and Prediction to Drive Higher Conversions

BFL has been able to keep customers at the heart of its vision and mission by creating and curating personalized campaigns using MoEngage's insights-led engagement platform. With the assistance of MoEngage's platform, BFL has developed a single customer view, allowing them to understand the channel preference of each customer.

Using segmentation, the brand was able to analyze and experiment with customer activities. Additionally, with the help of MoEngage's insights-led platform, BFL could optimize elements like curiosity, urgency & wordplay to draft engaging content. This was finally coupled with the insights on a preferred time to engage.

As a result, open and click rates performed much better than the industry average. For e-mails, the open rate increased by **~80%** between November 2021 and July 2022. Further drilling down, in the last three months, i.e. April to June, 2022, the brand witnessed exceptional performance in terms of email interactions, with an open rate of **45%**.



Similarly, for push notifications, in the last nine months, i.e., from November 2021 through July 2022, the overall delivery rate was **90.02%**.

This led to a stellar increase in the customers being converted across Android, iOS, and Web, with a retention rate of **~97%**.

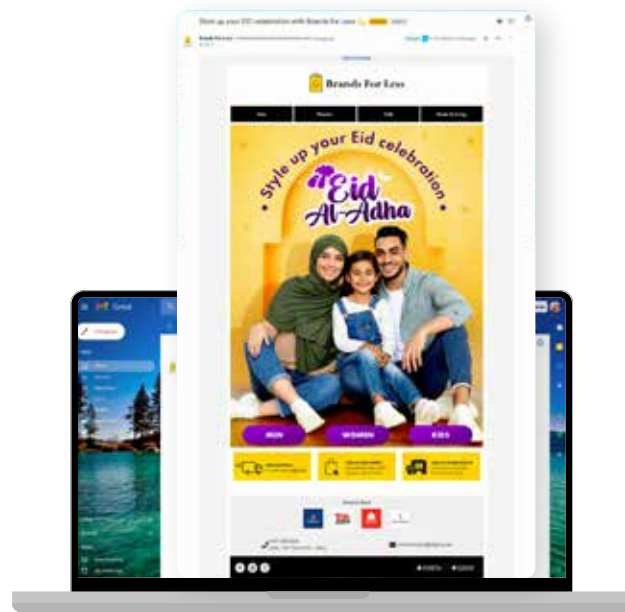
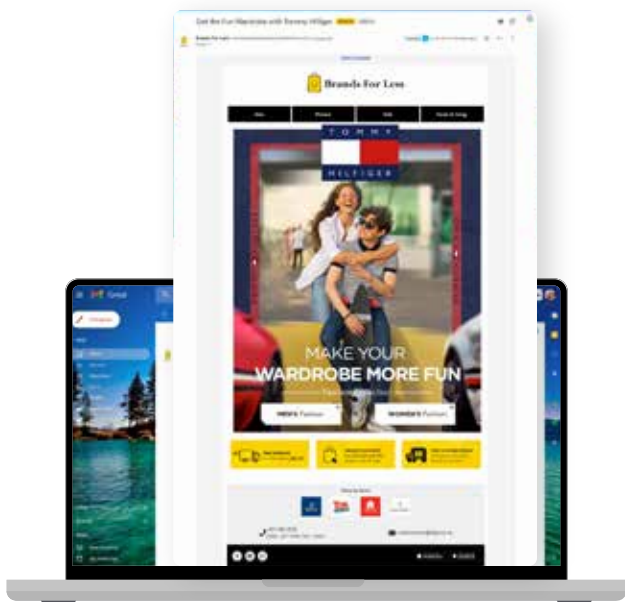
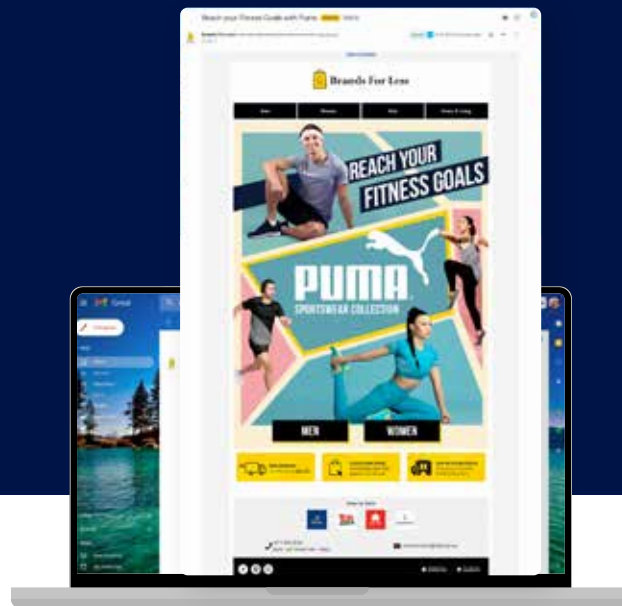
Using these push notifications and email campaigns, the brand was able to increase its monthly active users (MAU) and daily active users (DAU), eventually enhancing its stickiness. Between November 2021 and July 2022, the brands average DAU was up by **65%** and MAU was up by **106%**

Additionally, BFL was also able to segment customers at each touchpoint and curate automation starting from onboarding journeys to checkout journeys. This helped them in engaging with customers and reducing drop-offs.

The brand ran various promotional campaigns and event-triggered campaigns, resulting in higher conversions and an increase in the average order value.

Some of the promotional campaigns that Brands For Less created were around:

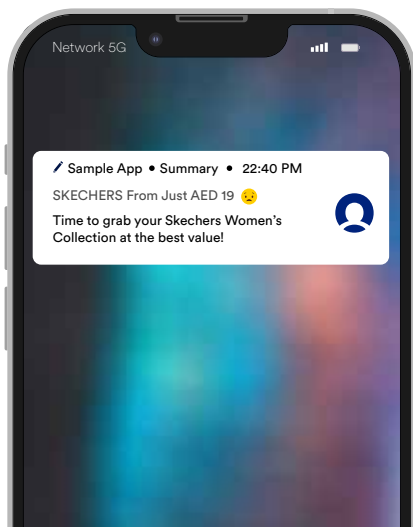
- ✓ The campaign around the festival sale
- ✓ The campaign around fitness sale
- ✓ The promotional campaign for new collection arrivals and many more!



Local Support From MoEngage Creates a Difference

The customer success team at MoEngage also assisted BFL in creating a meaningful engagement strategy by focusing on segments and cohorts. This way, BFL could connect with customers at every touchpoint of their lifecycle by analyzing their entire trail of activities since onboarding.

Additionally with the local support from MoEngage, not only was the team able to assist Brands For Less in their engagement efforts, but also shared key relevant pointers, guiding the brand in driving personalization with communication.



- ✓ Flash Sales, Discounts and Coupon Code attracted attention
- ✓ Each of the campaigns were brand specific
- ✓ A good mix-and-match of numbers, letters, and emoticons

Results

Using MoEngage, Brands For Less were able to:

- ✓ Increase their average DAU and MAU in the last 9 months by **65%** and **106%** respectively
- ✓ Between April and June, 2022, the open rate for e-mails was **45%**, against the industry benchmark of **~25%**
- ✓ For push notifications, the overall delivery rate was **90.02%**, and the click rate was **~2%**
- ✓ For promotional campaigns around the brand Tommy Hilfiger, the delivery rate was **99.77%**, the open rate was **68.13%**, and the conversion rate was **0.62%**
- ✓ Similarly, for promotional campaigns around Puma, the delivery rate was **99.79%**, the open rate was **~70%**, and the conversion rate was close to **0.5%**
- ✓ For event-triggered campaigns such as new arrivals, the click-through rate was **2.24%**, with a conversion rate of **1%**
- ✓ For Festive campaigns like Eid, the click to open rate was **1.17%**, and the conversion rate was **0.49%**

About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, 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 ten 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.

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