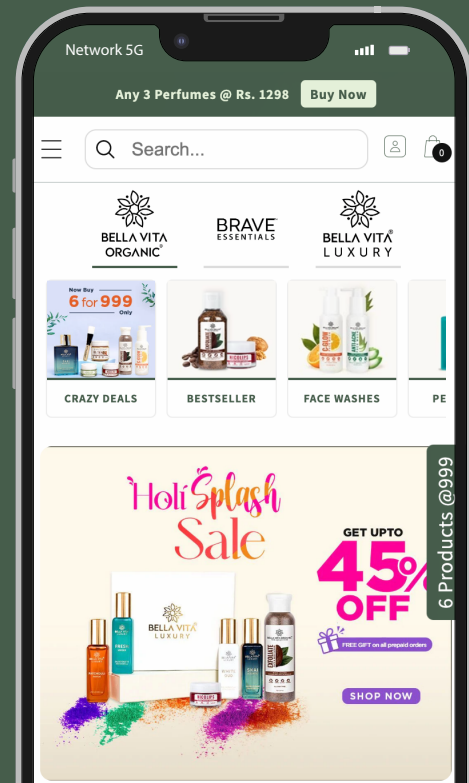# How Bella Vita Organic Uplifted Retention Rates by 57% Using MoEngage's RFM Segmentation

About Bella Vita Organic

Founded in 2012, Bella Vita Organic, or 'The Good Life,' is a leading natural beauty and skincare brand committed to building handcrafted, natural solutions invigorated by the natural elements of the earth and ancient skin and hair care practices. As a brand, they encourage new-age consumers to analyze their skin and feed it accordingly. they aspire to deliver regime-oriented skincare products and services with round-the-clock expertise navigating consumers through every step of their self-care journey.

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What they say about us ?

"

The ease of use that comes with MoEngage as an engagement platform is truly commendable. From onboarding to integration and then finally implementation, it has been the smoothest ride any marketer could ask for. Using MoEngage's insights-led engagement platform, we have been able to conduct a multitude of experiments, explore various channels, and been able to cater to our customers with tailored and personalized experiences. The impact of these can be seen on several fronts like CTRs (93% increase), CVRs (67% increase) as well as retention rates (57% increase).

Vineet Khare

Senior Manager–CRM, Bella Vita Organic

In 2021, Bella Vita Organic raised $10 Mn in Series A, led by Ananta Capital, and utilized the funds to launch the IDAM House of Brands with Aakash Anand, CEO & Founder, Bella Vita Organic. IDAM aims to build a portfolio of various D2C FMCG brands catering to health-conscious and eco-friendly consumers. Bella Vita Organic will be the poster boy of this multi-brand venture. The aim is to launch homegrown masstige brands (premium but affordable) across global consumer markets.

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The Need for an Intuitive, Intelligent Engagement Platform:

With their previous engagement partner, Bella Vita Organic faced significant challenges when it came to the onboarding, integration, and implementation phases. The E-commerce brand was on the lookout for a platform that came with zero dependencies on its internal tech teams and something that marketers with no coding experience could use seamlessly. The goal was to use the platform to boost customer engagement and revive dormant users as well. MoEngage seemed to bridge that gap and counter those challenges with ease.

How Bella Vita Organic used MoEngage to Uplift Revenue as well as Retention Rates:

1. Re-engaging Dormant Buyers:

When it comes to online shopping, there are always certain preferences customers have when it comes to their susceptibility to purchase via nudges delivered through certain channels. A chunk of Bella Vita Organic's customers seemed unresponsive to communications going through SMS' and emails. So the team decided to disseminate multiple campaigns via WhatsApp instead to see whether there would be a change in these susceptibilities. Sure enough, WhatsApp turned out to be a success, where the Bella Vita Organic team saw a CTR as high as **12%** and an increase in their conversion rates by **14%**!

In view of the same, Bella Vita Organic saw an **1175%** Increase in Dormant Users Conversion, signifying an uplift in transactions from that segment of customers as well!

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## 2. Custom Segments to Boost Customer Retention:

Behavior-based segmentation can be very instrumental in helping marketing, and product teams learn how different types of prospects and customers are likely to use their product, how engaged they'll be, and how long they might remain customers. A comprehensive customer segmentation strategy allows E-commerce businesses to do more efficient and effective marketing across all channels boosting customer loyalty and customer lifetime value.

Using MoEngage's RFM Segmentation, the Bella Vita Organic team was able to create behavior-based customer segments and uplift retention rates by **57%**!

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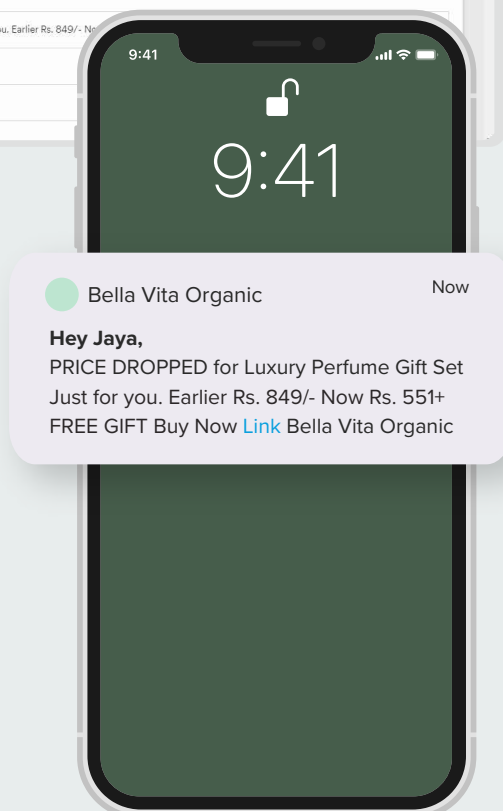
In line with the same, based on the customer order data, the Bella Vita Organic team created a cashback program, which increased the overall AOV (Average Order Value) and helped them re-activate a major chunk of dormant users. With multiple flows in place, Bella Vita Organic saw a **93%** increase in its clickthrough rates and a **62%** increase in conversion rates in the month of October, as compared to a standard cashback followed by a lot of other brands in the same domain.

3. Driving Customer Delight using Personalization:

With another year coming to an end, Spotify's Wrapped campaign flourishes across different social media channels. The everlasting ongoing joke on Twitterverse regarding the same is that Spotify's algorithm has a much better understanding of people's music tastes than they themselves! Needless to say, the case for personalization is clear: people expect brands to recognize them. In fact, when brands offer tailored experiences, **80%** of customers are more likely to make a purchase. That is what Bella Vita Organic also wanted to execute with their customers using the **Diwali pre-buzz** campaign.
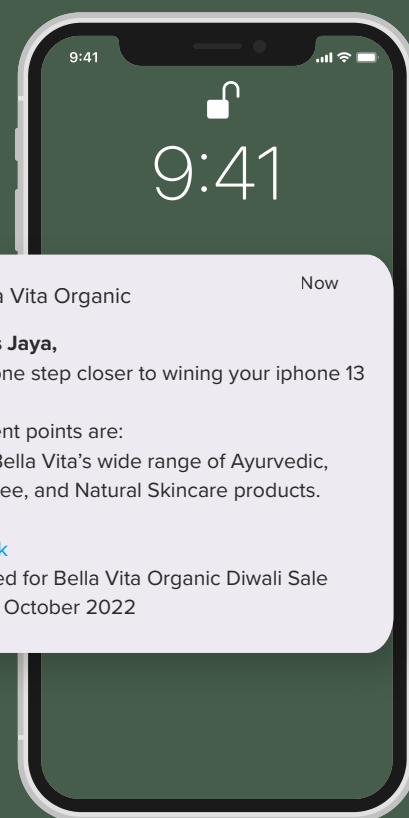
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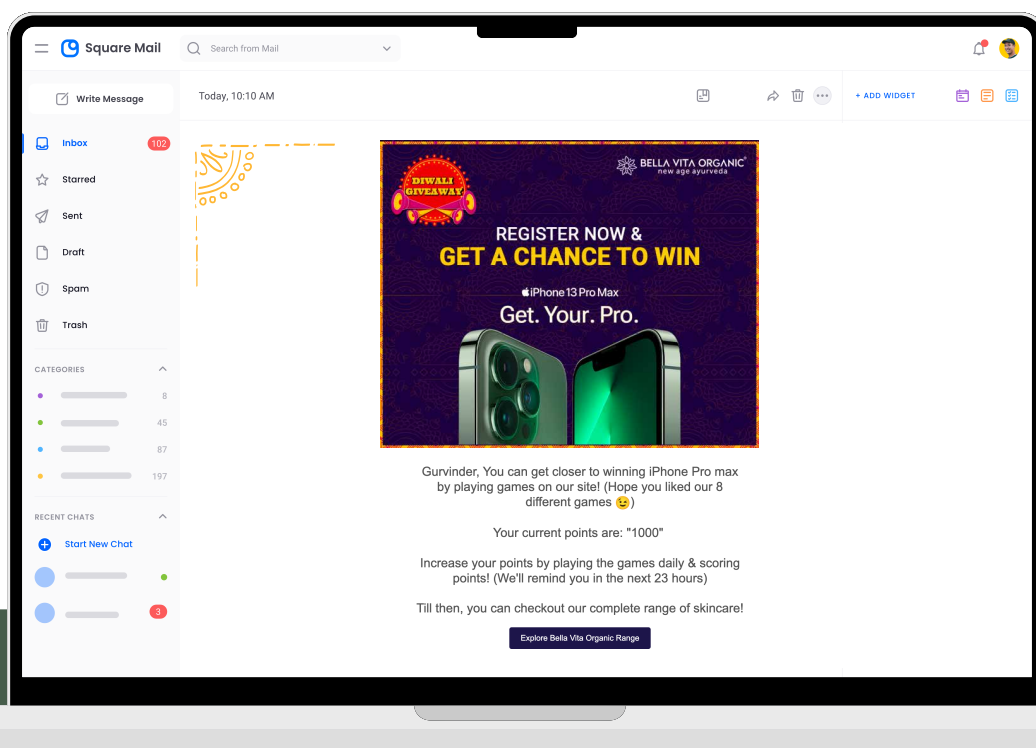
The campaign nudged customers to play certain games, get on top of the leaderboard and win big prizes like iPhone 13 Pro Max! Multiple personalized communications across SMS' & emails were sent to customers to motivate them to play more and more games.

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While the main objective of this campaign was to increase engagement, the addition of coupons for purchases ended up uplifting revenue coming in from this particular cohort of customers by **94%** (than projected)!

Another notable success was seen in clickthrough rates, where the E-commerce brand saw a **50%** uplift when username personalization was incorporated in their communications versus non-personalized communication.

Whether it's user property (like specific game scores or usernames) or user behavior (susceptibility to purchase certain products), personalization on a whole has been a game changer in Bella Vita Organic's case.

9:41

9:41

Bella Vita Organic   Now

Congrats Jaya,
You are one step closer to wining your iphone 13 Pro Max!
You current points are:
Explore Bella Vita's wide range of Ayurvedic, Cruelty-free, and Natural Skincare products.

Click: Link
Stay Tuned for Bella Vita Organic Diwali Sale Starting 1 October 2022

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Results

12x

Increase in Dormant Users Conversion

57%

Uplift in Retention Rates using RFM Segmentation

62%

Increase in Conversion Rates in October 2022

94%

Uplift in Revenue using Diwali pre buzz-campaign

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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 Domino's, use MoEngage to orchestrate efficient customer engagement.

MoEngage was recognized as a Customers' Choice Vendor in the Gartner® Peer Insights™ 'Voice of the Customer' Multichannel Marketing Hubs report. MoEngage was also recognized as a Strong Performer in The Forrester Wave™ Q1 2023 report– Cross-Channel Marketing Hubs.

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

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