

How BharatAgri Achieved a **30% Uplift** in **Conversion Rates** Using MoEngage and Segment Integration



About BharatAgri

BharatAgri is a farming technology platform that works with farmers and the full agriculture value chain directly. The Agri-tech startup is working towards its mission to bridge the gap between technology and agriculture in India with a vision to reach out to 140 Million Indian farmers.

Through the systematic implementation of scientific techniques by providing critical information at appropriate times and regular monitoring, BharatAgri supports farmers to “Grow Efficient, Grow More”. BharatAgri aims to understand each farmer’s requirements, and believes every farmer deserves a chance to excel and have a successful future with technology on their side.

The Challenge

Consumer brands must create a close relationship with their customers through continuous, relevant communication across all digital touchpoints. To do this, brands must invest in a cutting-edge, perceptive, and integrated stack of martech solutions that combines different technologies to segment customers depending on their behavior and interact with them intelligently. Speaking about integrated solutions, a CDP and CEP offering is usually the best way forward.



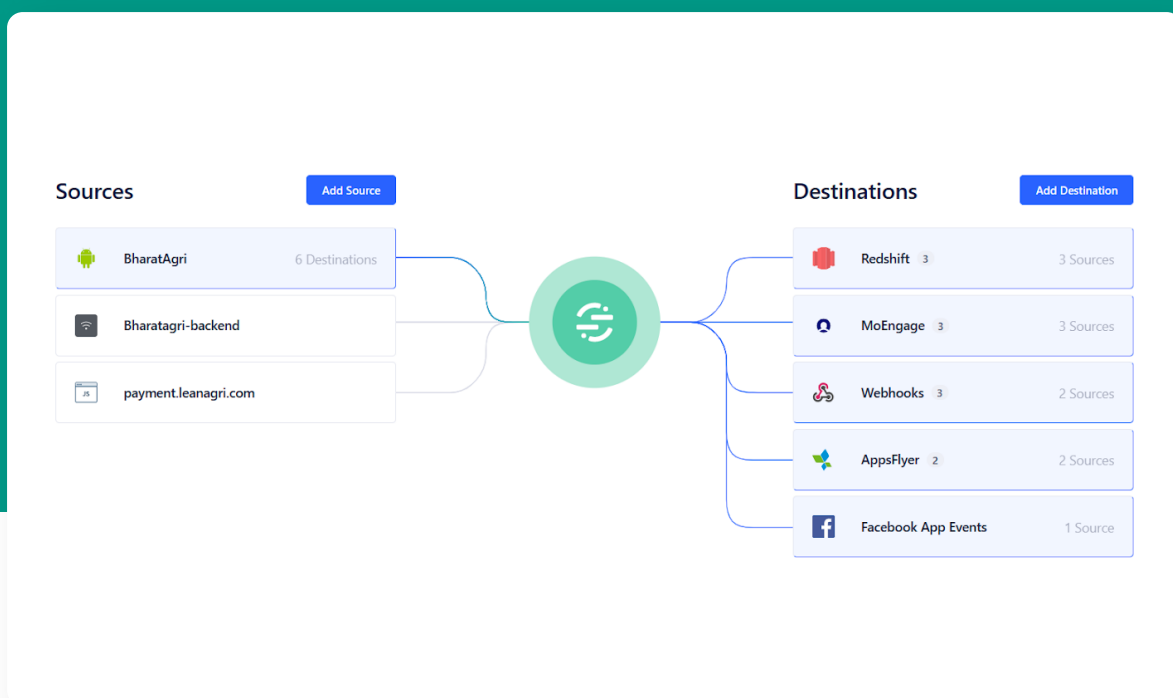
Gathering insights about your customers is the first step. Here's where Customer Data Platforms (CDPs), like Segment, help ensure that your data is consistent, centralized, and easily accessible. Leveraging these insights to develop personalized experiences for users both on and off your platform is the second step. A Customer Engagement Platform (CEP) like MoEngage will help you do exactly that.

How BharatAgri Leveraged The Integration To Their Benefit:

Let's take a look at in what ways the Segment and MoEngage integration is aiding BharatAgri, an Agri-tech startup, and the perks of having a CDP and CEP integration on your side:

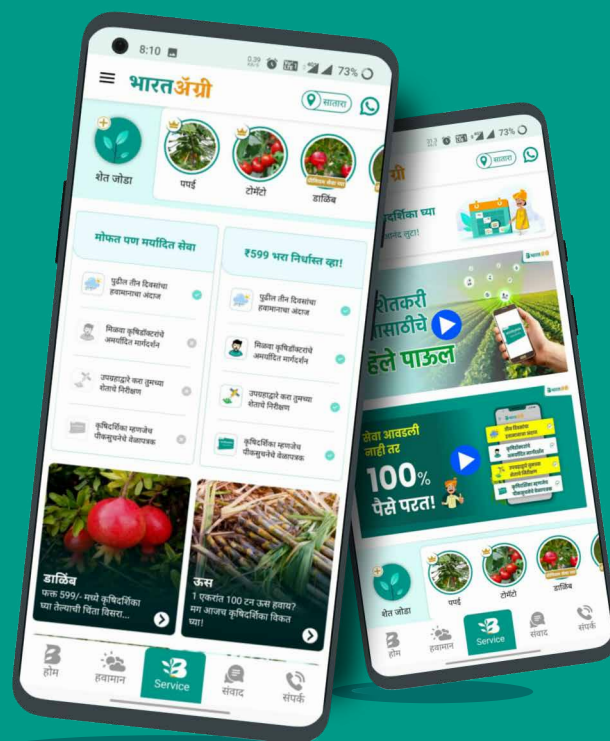
1. Multiple Platforms in Sync

Using the Segment + MoEngage integration, the event data flows from the backend via, Segment to MoEngage, as well as other platforms like AppsFlyer, Redshift, Facebook, etc., easily. Since the events from other platforms can easily be fed into MoEngage, this has manifested a much quicker turnaround time in terms of configuring campaigns which earlier would have required an update on the app side



2. Single Point of Trigger

When BharatAgri shifted from their previous CEP partner to MoEngage, the switch was seamless, to say the least. From the app side, there is essentially a single point of trigger for any event which lands on MoEngage due to the integration.



The Segment + MoEngage integration allows Bharat Agri to track its users and route data to a wide variety of user analytics providers, all using a single point of trigger

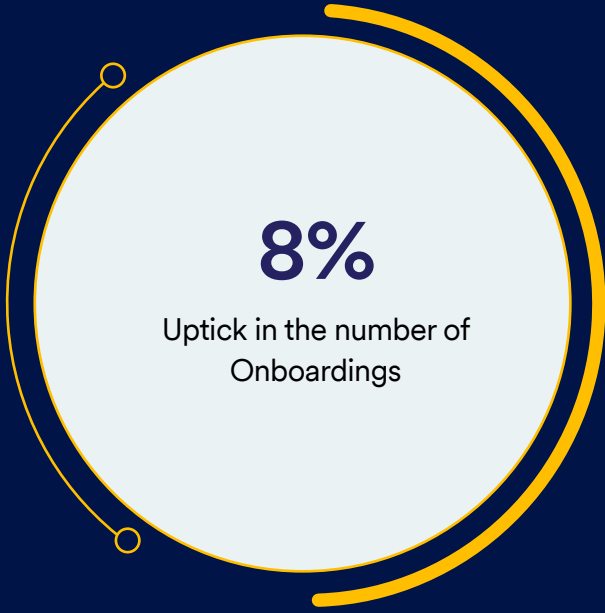


3. No Coding Dependency

Additionally, adding a new integration in terms of events, whether it's Facebook, Voucherify, Redshift, etc., did not require any technical dependency from the Agri-tech brand and could be taken care of by the product team solely. This has helped BharatAgri in managing the tech resource crunch, making the whole process quicker and more efficient, as any change or modification can be easily taken care of by the product team. Ergo, resulting in a massive reduction in coding efforts



Results



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 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](#).

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