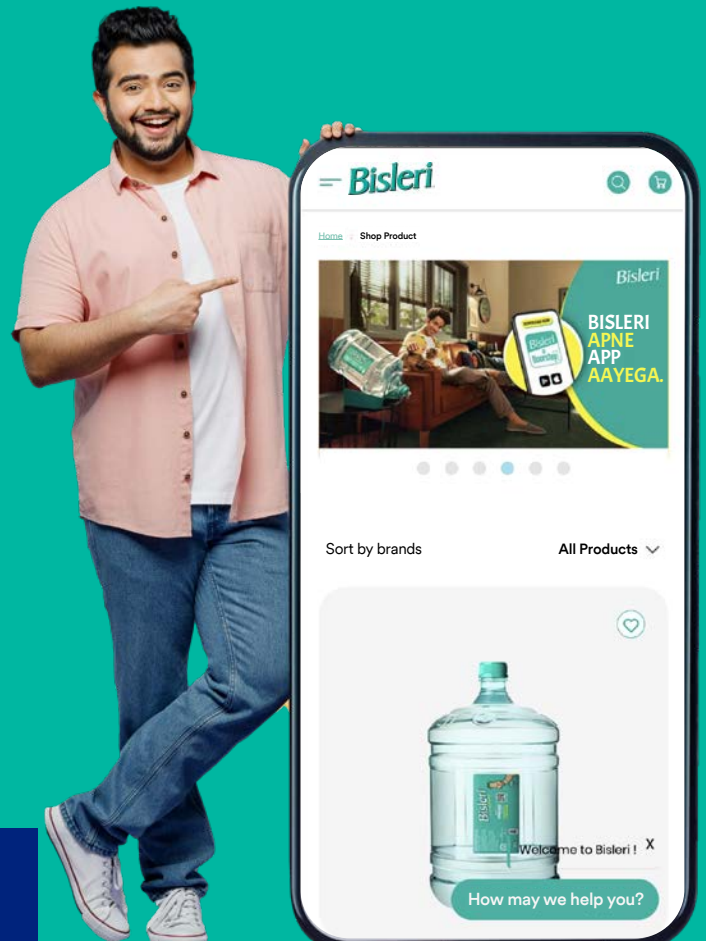


# How Bisleri Transformed its Customer Engagement Initiatives With an Omnichannel Approach



## About Bisleri

Bisleri International is an Indian multinational company that is best known for its eponymous brand of bottled water. The brand conducts most of its business in India. Bisleri also sells its products through its own E-commerce platform and other online retailers.



**150**

Operational Plants

**6,000**

Distributors

**7,500**

Distribution trucks

## What they say about us:

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We were on the lookout for a platform that would aid us in primarily two things: driving subscriptions and nudging customers to repurchase. Considering the volume we work with, it's imperative to have an intelligent platform that can provide the infrastructure to support our engagement endeavors without a hitch. With MoEngage, it has been smooth sailing, since we're able to automate campaigns using journey orchestration across multiple channels to achieve our objectives with ease and also see great results.

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**Ronak Sharma**

Head - D2C & Digital Marketing, Bisleri International Pvt. Ltd.

## India's Thirst for Packaged Water

According to a recent report, India's bottled water market was valued at \$22.72 billion in 2022 and is predicted to reach **\$36.21** billion by **2030**, at a CAGR of **6%**. It goes without saying that in today's era, water is a commodity like any other, and Bisleri has been at the forefront of this game for decades now. But with changing customer expectations and purchase behavior, Bisleri shifted to a **"phygital"** (i.e., physical distribution network + digital channels) approach to reach its customers through the right channels. An extension of those efforts was to lure the audience that visited the Bisleri website to convert into paid subscribers and drive them to its mobile app.

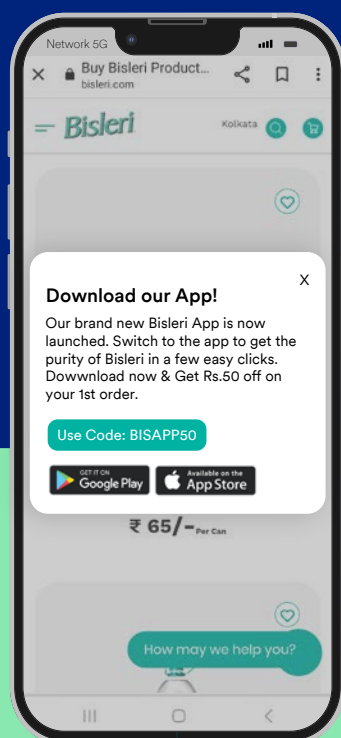
# Encouraging Casual Browsers to Become Active Subscribers:

On average, Bisleri clocks a hefty **500,000** active users on a **monthly basis** on its platform. Driving that traffic to download the Bisleri app and acquire a subscription, required an **omnichannel/phygital** and an engagement partner that could handle this at the scale at which Bisleri functioned.

This is where MoEngage stepped into the picture and helped streamline Bisleri's engagement initiatives and proactively touch base with its customers across multiple touchpoints consistently.

## 1. Optimizing the Web Experience to Drive Conversions

Bisleri began with optimizing the **web experience** for its customers by setting up On-Site Messaging campaigns using MoEngage. The purpose of these campaigns was to entice users by inducing FOMO with the help of discounts and offers that awaited them when they downloaded the app and signed up on the platform.

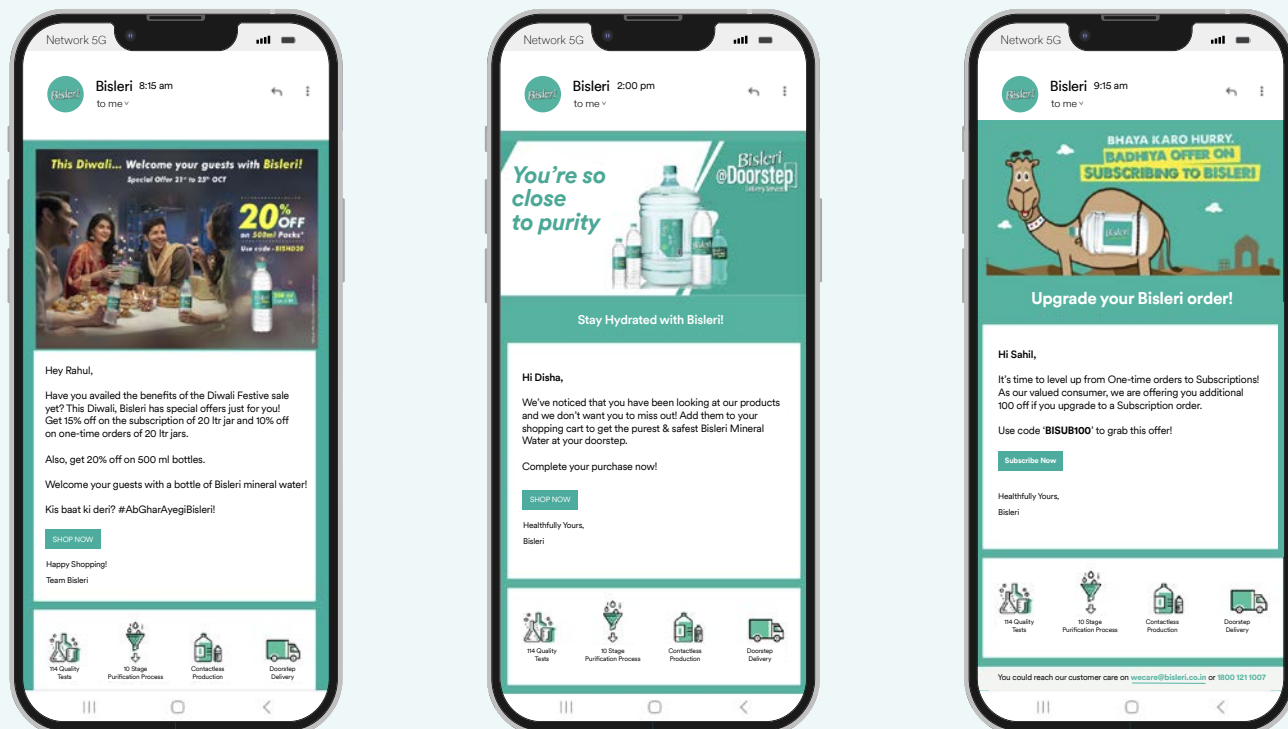


On-Site Campaigns

These campaigns saw a positive response from the Bisleri customers, a direct result of which was **1.2%** conversion rates, signifying customers that converted within a day!

## 2. Disseminating Email Nudges at Scale

Email, as a channel, has been another major driver for this initiative. Bisleri utilized MoEngage's **Flows** feature to send out as many as **3 million** emails every month, nudging customers to complete their purchases and sharing offers on purchasing Bisleri subscriptions.

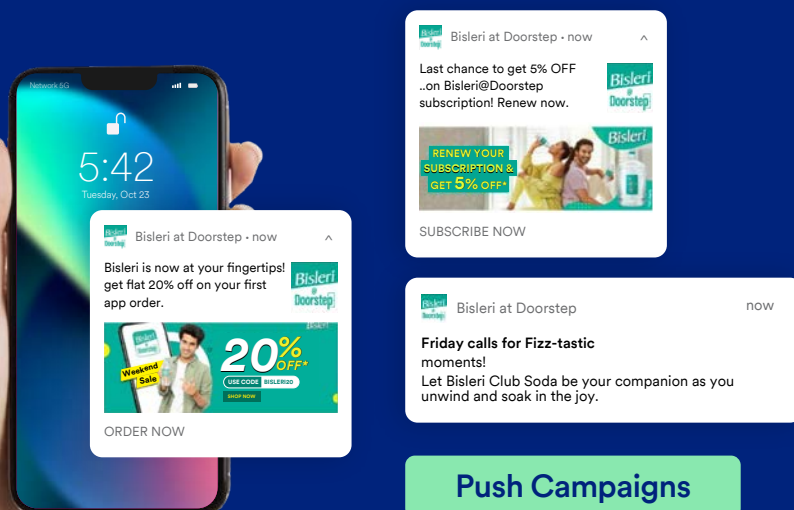


### Email Campaigns

These campaigns saw delivery rates of about 98% as well as open rates of 25-30%!

## 3. Supplementing the Engagement With Push Campaigns

The Bisleri team also sent out supplementary push campaigns to nudge users to make purchases.

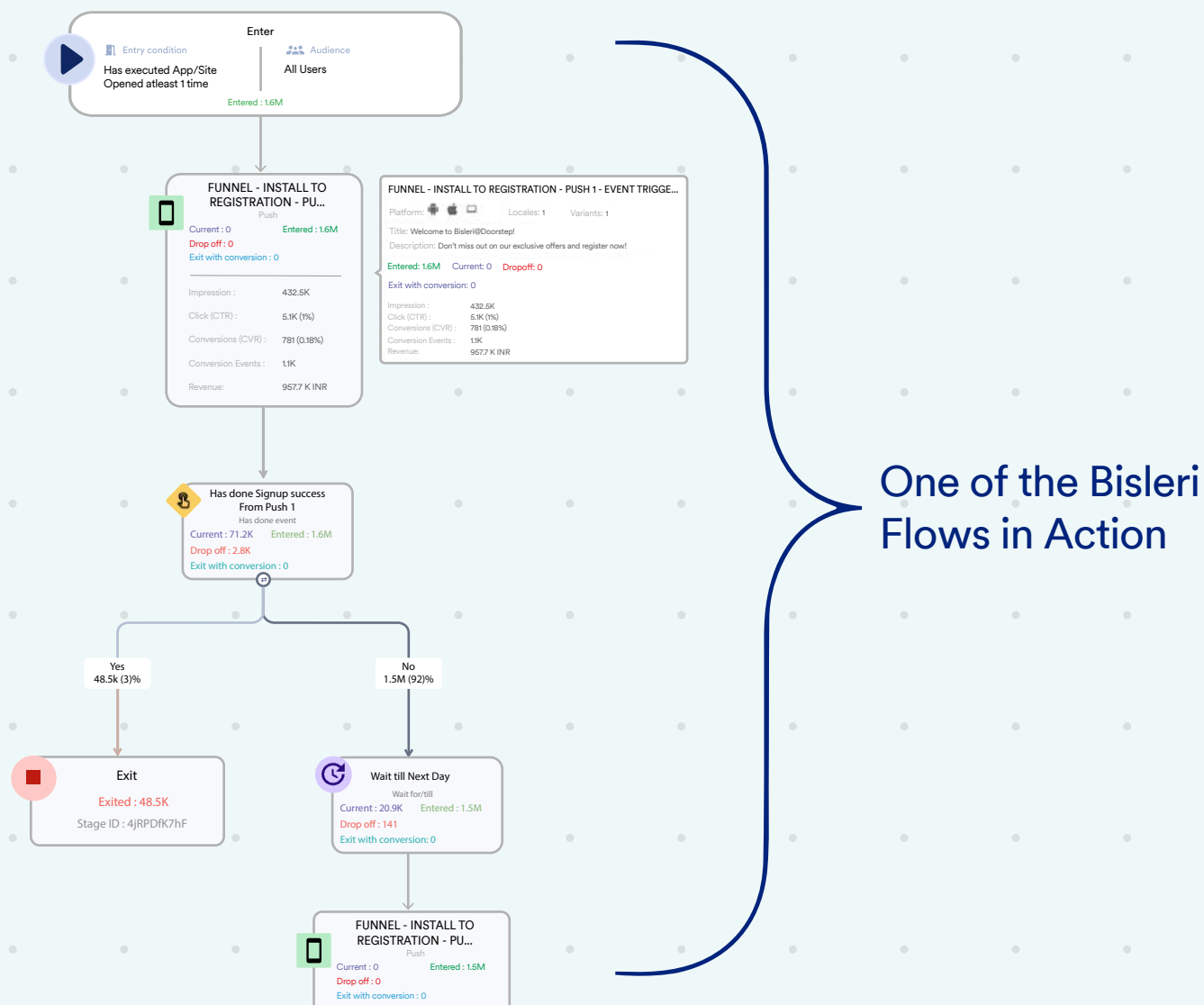


These push campaigns clocked **8%** clickthrough rates and saw the customers completing purchases at a **1%** conversion rate!

### Push Campaigns

moengage

# Automated Journey Orchestration for a Consistent Experience



With these comprehensive **Flows** in place, engaging and re-engaging customers on a regular basis, in an omnichannel manner, Bisleri was able to achieve great retention rates:

iOS

IOS: 16%



Android: 10%



Web: 3%

# Results

The OSM campaigns observed:

## 1.2%

Conversion Rates

The Email campaigns observed:

## 98%

Delivery Rates

## 25-30%

Open Rates

The push campaigns achieved:

## 8%

Clickthrough Rates

## 1%

Conversion Rates

Through automated Flows, Bisleri clocked great retention rates:

## 16%

For iOS

## 10%

For Android

## 3%

For Web



## MoEngage Features Used:

[Push Amplification® Plus](#) | [Customer Journey Orchestration](#) | [Email Campaigns](#)

[On-Site Messaging](#)

# About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Punjab National Bank, Hindustan Unilever, Samsung, Flipkart, Domino's, Nestle, Landmark Group, BigBasket, 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 customers every month. 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](#). MoEngage was also named a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023 Vendor Assessment.

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