

Edamama Achieves a 213% Uplift in Conversions with MoEngage's AI-Driven Recommendations



About Edamama

Edamama is a leading shopping platform for new parents in the Philippines, helping them simplify their decision-making process.

Founded in 2020 by Bela D'Souza Gupta, she identified four core issues that made shopping challenging for new moms.

The first challenge was the fragmented experiences faced by customers in accessing content, community and products online. The second and third challenge was concerns about product quality and dismal customer service. And, the fourth challenge was the norm of a search-led shopping experience instead of a discovery-led experience.



213%

uplift in conversion with AI Recommendations

260%

uplift in CTR (click-on-open)

100k+

increase in Monthly Active Users

27%

increase in Average Product Stickiness

70%

increase in New Customer Growth

Challenges Edamama Wanted to Address With MoEngage

Simplifying Decision-Making For Their Core Audience

Their core audience comprises new parents, especially mothers. As consumers, new parents are discerning and deliberate buyers who rely on social proofing and user-generated content to make the right decisions for their kids. The founding team at Edamama wanted to simplify the decision-making process for new parents while giving them access to social proof and expert content regarding their purchase.

Communicate in a Personalized and Proactive Manner

Initially, the marketing team at Edamama had a goal to communicate with their customers proactively. However, access to only an email point solution made it hard for them to personalize their flows and messages. Additionally, they could not A/B test their messaging and creatives to send the best-performing version to their customers.

Why Edamama Chose MoEngage?

While the team at Edamama wanted to simplify decision-making for their customers and personalize communications, it was vital for them to understand their customers like the back of their hands. They needed a customer engagement platform that could:

- ▶ Automate customer engagement and save their team's bandwidth.
- ▶ Help them analyze customer behavior through all stages of the customer lifecycle.
- ▶ Send customized product recommendations based on customer actions and preferences.
- ▶ Connect with customers through push notifications, in-app messaging, SMS, and emails.

Edamama sought to be the most trusted platform that simplifies decision-making for parents, and hence, they chose MoEngage because of the platform's trustworthiness, reliability, and scalability.



We trust MoEngage to create a unified shopping experience where we leverage MoEngage's smart recommendations to automatically curate the right set of product recommendations based on customer actions. This feature helps us towards our mission to simplify decision-making.



Sriharsha Vavilala

Director-Revenue & Strategy, Edamama

Smart Recommendations to Guide and Support Mothers With the Right Products

The marketing team at Edamama recognized the need to recommend relevant products guiding mothers through the beautiful chaos of motherhood. Edamama leverages MoEngage to create personalized micro-moments for their customers based on their children's age, past interactions, and engagement patterns to ease product discovery.

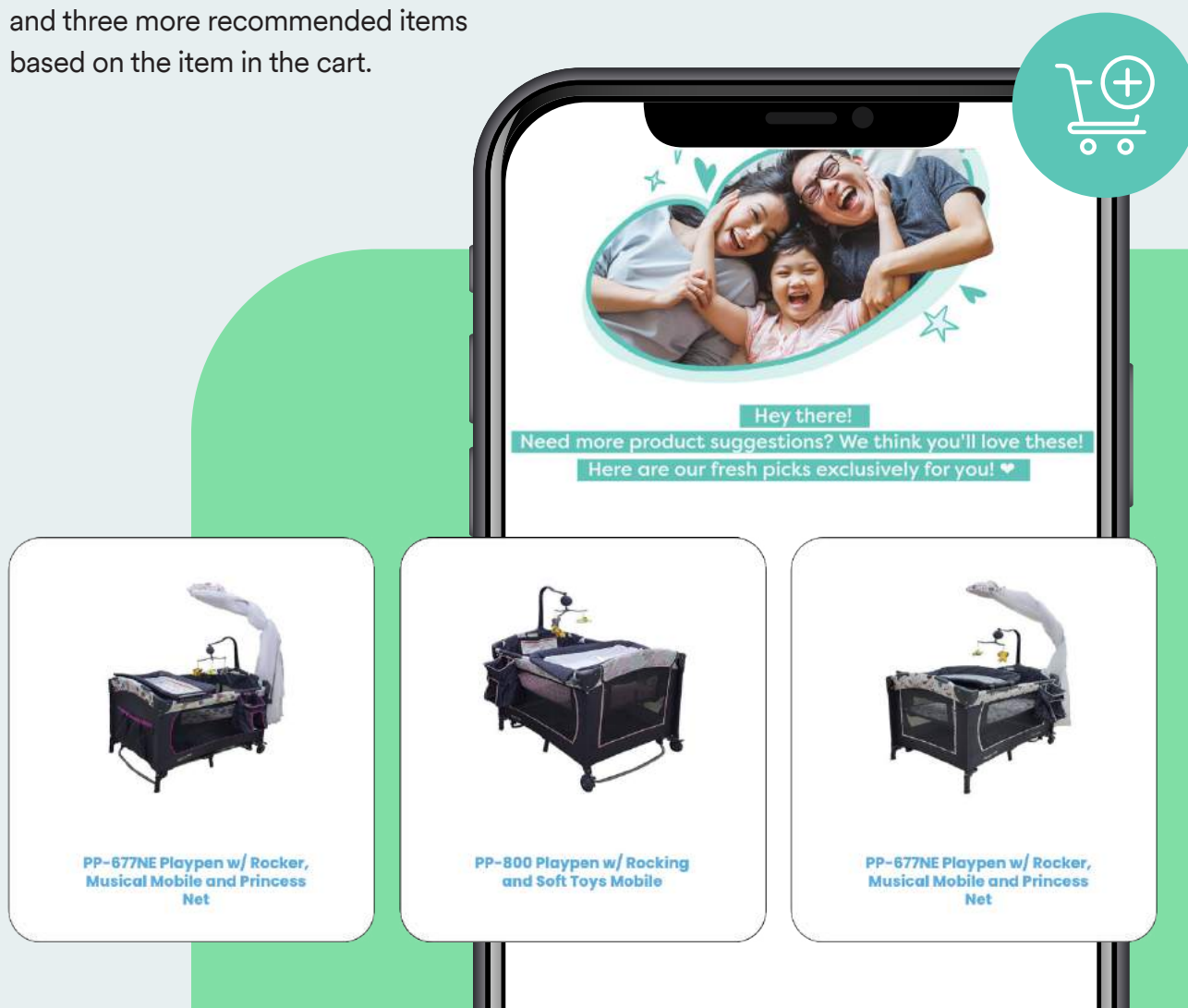


The 'recommended items' model considers the sequence and temporal dynamics of customer actions to ensure that the suggestions offered are tailored to the customers' changing preferences. MoEngage's AI-driven model uses [Hierarchical Recurrent Neural Networks \(HRNN\)](#) to accurately identify the products for each customer by identifying patterns among similar customers based on their activity with the products.

Using MoEngage's Smart Recommendations, Edamama sent two types of email campaigns:

Cart Abandonment

These campaigns were focused on customers who had items in their cart and were yet to checkout. The email would highlight the abandoned item and three more recommended items based on the item in the cart.



Hey there!

Need more product suggestions? We think you'll love these!

Here are our fresh picks exclusively for you! ♥

PP-677NE Playpen w/ Rocker, Musical Mobile and Princess Net

PP-800 Playpen w/ Rocking and Soft Toys Mobile

PP-677NE Playpen w/ Rocker, Musical Mobile and Princess Net

Weekly Newsletters

These campaigns provide customers with information about the latest promotional campaigns and provide AI-curated personalized product recommendations.

By leveraging MoEngage's Smart Recommendations, Edamama observed a remarkable 260% uplift in CTR and a 213% increase in conversions.



Results

Using MoEngage, Edamama was able to automate and personalize their campaigns at scale.

Edamama utilized MoEngage's Smart Recommendations to provide relevant product recommendations, supporting new mothers with the right information.

A/B test creatives and messaging to understand the right kind of messaging for different segments of audiences.

213%uplift in conversion with
AI Recommendations**260%**uplift in
CTR (click-on-open)**100k +**increase in
Monthly Active Users**70%**increase in
New Customer Growth**27%**increase in Average
Product Stickiness

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Kredivo, Alfamart, BliBli, 7-Eleven, XL Axiata, Standard Chartered, Citibank, Dominos, Samsung, Atome, Home Credit, CIMB Bank 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 craft digital experiences for over 1 billion customers every month. With 13 offices globally, 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 is named one of the most preferred vendors for multichannel marketing as rated by customers, with high recognition across Gartner, Forrester, IDC, and G2 reports.

To learn more, visit www.moengage.com.

Get a demo of MoEngage today!