

moengage



Country Delight Scales DAU by 2.5X Using MoEngage Customer Engagement Platform



About Country Delight

Country Delight is farm-fresh milk delivering app that aims to offer unadulterated milk to consumers directly at their door-step. The brand's promise is to be more technologically-driven when it comes to offering dairy products. So, from step-by-step quality testing to doorstep delivery, the brand has been driving a fresh approach to dairy services.

Country Delight offers Farm Fresh & Pure Food Essentials to customers around major metro cities in India. The brand offers a variety of products—cow milk, buffalo milk, low-fat milk, fresh paneer, yogurt, desi ghee, eggs, fresh bakery products, etc. The products supplied by the brand are tested on multiple quality parameters before delivering pure and fresh directly to customers.



HIGHLIGHTS

2.5X

Increase in DAUs

5 Lakhs

Jump in MAUs (month-on-month)

50%

Existing Users Retained

20%

Improvement in Conversion Rate

What They Say About Us

“

MoEngage has helped us identify various user journeys and allowed us to build an effective omnichannel communication strategy. This overall strategy helped us to quickly scale our conversations by focusing on effective engagement and personalization using their segmentation and engagement features. ”

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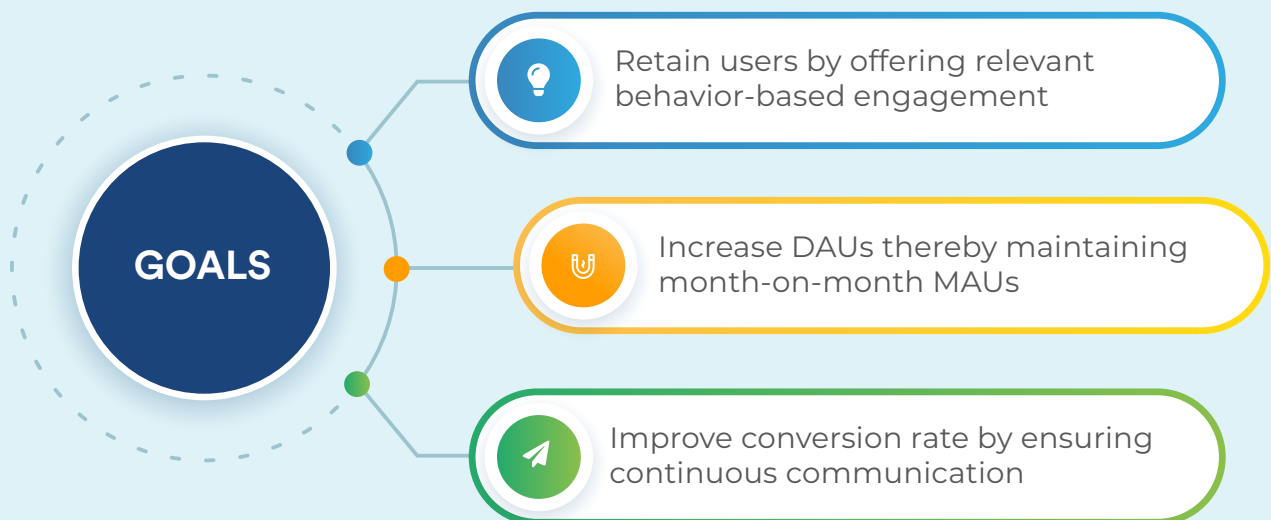
Shaarang Singh
Marketing Lead, Country Delight



Business Need

Once the Country Delight app was launched in 2020, the brand's marketing team observed a steady increase in downloads. The team was following a general engagement strategy without utilizing any engagement tool. However, during the pandemic lockdown period, there was an erratic surge in traffic due to the unavailability of basic essential items in-stores. This sudden surge meant that users were coming on the app but were abandoning their purchase.

The brand's team realized these dropped probable user conversions due to lack of dynamic communication was a huge missed opportunity. They wanted to reduce the funnel level churn and engage the users to complete their subscription journey. They then decided to execute a more user funnel-oriented engagement strategy to retain users ensuring users were engaged at every stage leading to a purchase.



Solution

After thorough research, Country Delight's marketing team decided to employ MoEngage customer engagement platform. With clear goals and revised engagement strategies, the team felt MoEngage platform would be best suited to:

- Understand user events
- Engage users based on user behavior and events
- Run cross-channel personalized campaigns

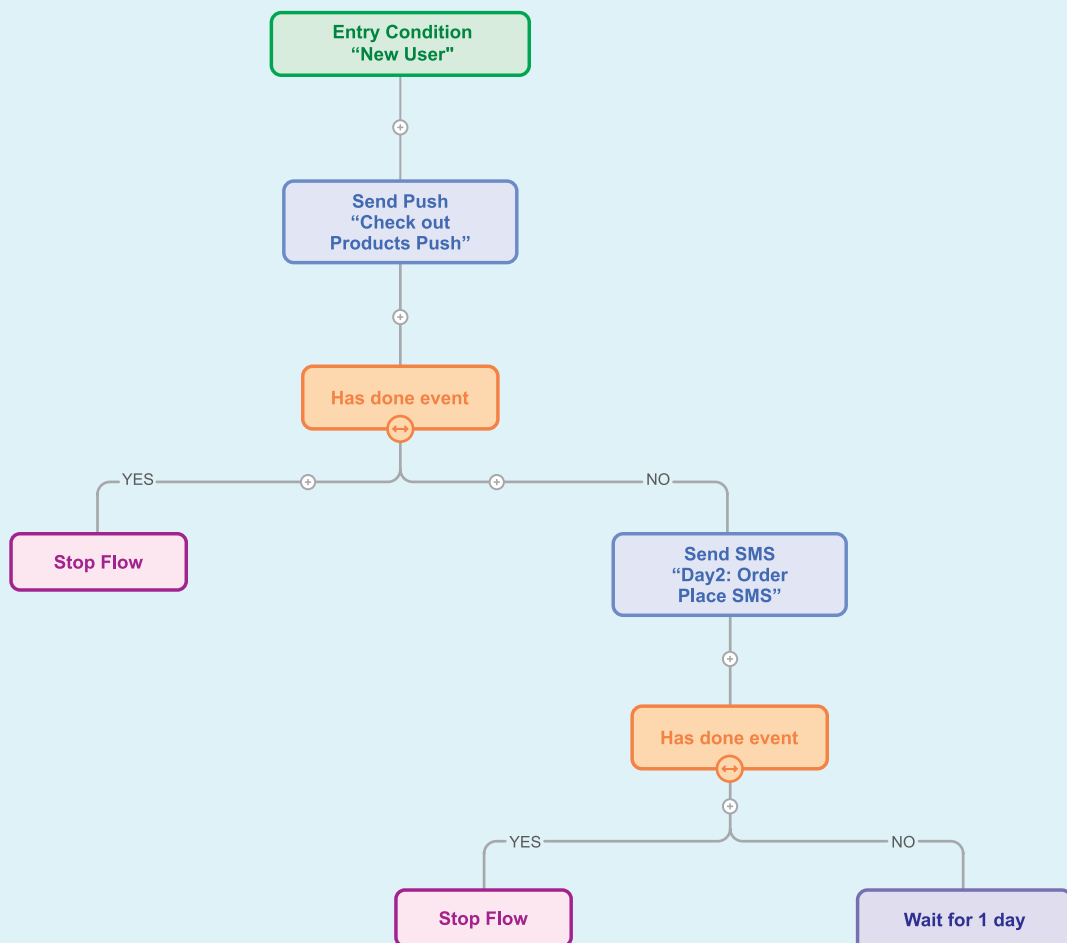
Using MoEngage platform, the team wanted to understand specific user events and run engagement campaigns using channels like Push notification and SMS. The team started off with determining all the recurring user events that led to a purchase. Currently, these user events were:



Basically, the team observed that many users were—

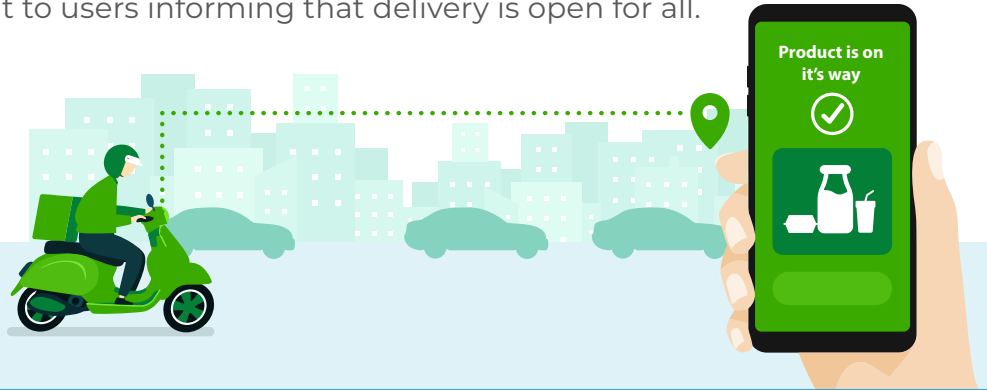
- installing the app but not signing up;
- signing up but not viewing products;
- viewing products but not subscribing to plan.

The team created workflow campaigns using MoEngage Flows to ensure that the customer was getting engaged at each of the above-mentioned steps. The brand's team was running 6-7 engagement campaigns to drive app activity and conversions. Push notification acted as the focus channel for every communication as they reached the users on time ***maintaining a delivery rate of ~71%***.



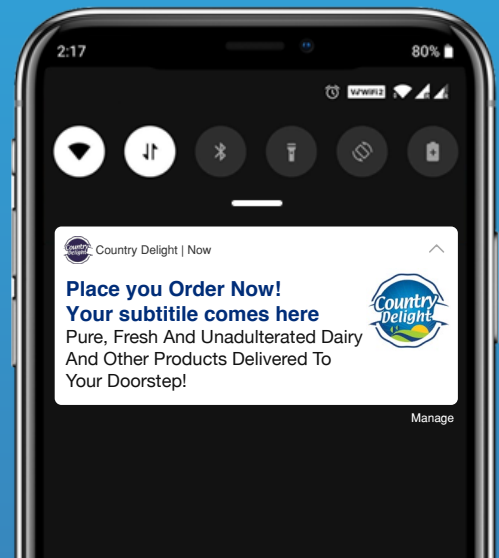
Time-critical campaigns

Unlike some grocery apps facing delivery issues with no available delivery slots, Country Delight was stocked with all items along with timely delivery options. So one of the workflow campaigns run by the team was to inform and instruct users about the products and delivery slots availability. Using MoEngage Flows, the team was able to send two-periodic push notifications every day informing users about available delivery slots even during the lockdown. The team informed about pre-ordered items like milk and bread to be delivered on usual time slots. Country delight ensured regular messaging was sent to users informing that delivery is open for all.



New user campaigns

The team already had the data on typical user events and using that data they created another workflow campaign. So for every new user, the workflow campaign would trigger a push notification to drive new users to complete every stage leading to a purchase. Thereby ensuring the new users are converted in a timely manner.



Cross-sell campaigns

Apart from new users, the team also wanted to ensure that existing users were coming back and engaging with the app. The team looked at the historical data such as previous purchases, products search to understand existing users' preferences. Based on this data, the brand created a cross-channel campaign that triggered push notifications and SMS with offers on relevant products for the next purchase. This campaign helped the brand in improving customer LTV.



About moengage

MoEngage is an intelligent 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 Tokopedia use MoEngage to orchestrate efficient customer engagement. The recent Gartner Magic Quadrant 2020 named MoEngage as the Leader under Mobile Marketing Platforms. Also, MoEngage has been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

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 hello@moengage.com

 www.moengage.com

 twitter.com/moengage