Flipkart Shopsy Observes 4X Uplift in Conversions Using MoEngage

About Shopsy

Flipkart's Shopsy is a hyper-value platform that currently has over 11 lakh sellers (including Flipkart) registered and hosts 150 million products ranging across 800+ categories for customers in India. The e-commerce brand aims to continue working towards its vision to offer a wide range of engaging products for customers at affordable prices while being a value-based and reliable platform.
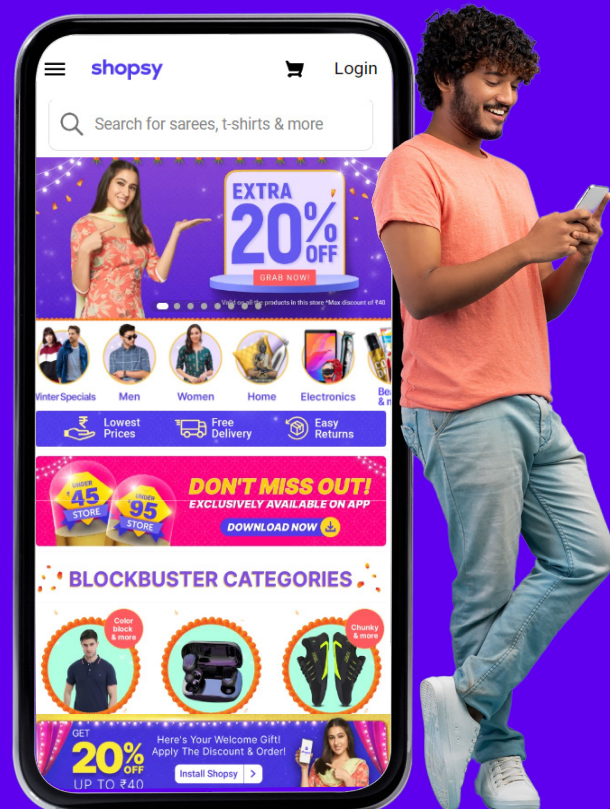
11 Lakh
Sellers registered

150
Million products

800+
Categories for customers

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What they say
about us ?

> "
>
> MoEngage's RFM Segmentation capabilities have helped us advance our customer retention and communication flows. Our campaign managers get to see a unified view of our customers and require little to no downtime to create customizations for specific use cases and cohorts! With any service-based platform, communication plays a key role in its success. MoEngage has proven very beneficial for us as they help us manage the complexity of use cases at scale automatically.
>
> **Kapil Thirani**
>
> Head of Shopsy

Flipkart Shopsy strives to deliver on its commitment to building a community that truly levels the playing field of commerce in the country. Since its launch in July 2021, the brand's aim has been to make digital commerce accessible across India through a zero-commission marketplace.

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Unlocking Conversions & Customer Retention For Long Purchase Cycles Using MoEngage

1. Nudging Customers Using Persuasive Push Notifications:

Shopsy started using the MoEngage platform to send persuasive push notifications, notifying customers about personalized offers. This built a full-proof way to get a better click-through rate and improved conversions.
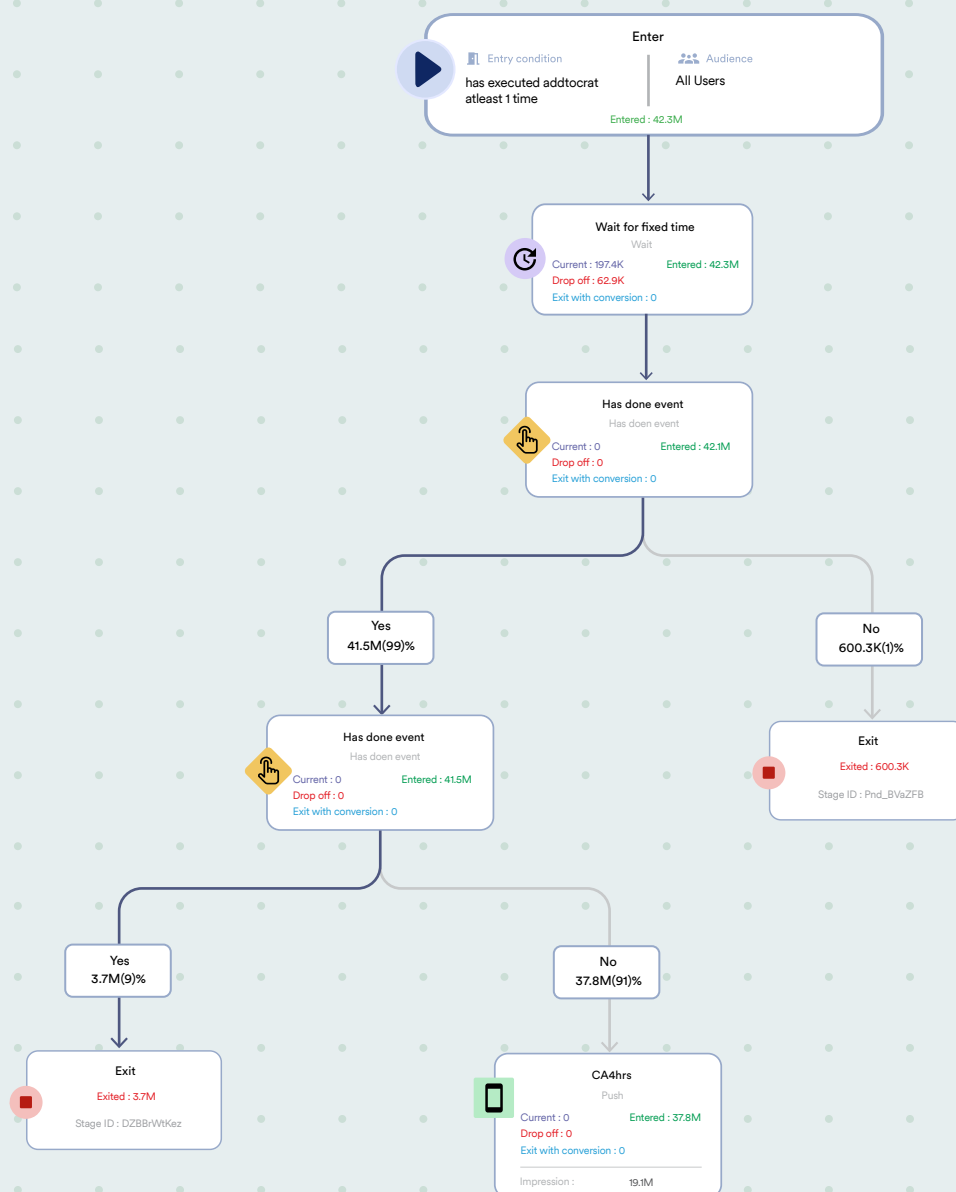
Using MoEngage, the company's primary strategy was to incentivize the purchase and prime the customers for conversion. The E-commerce brand nudged its customers to complete their purchases by displaying custom offers at the top of the Shopsy App.
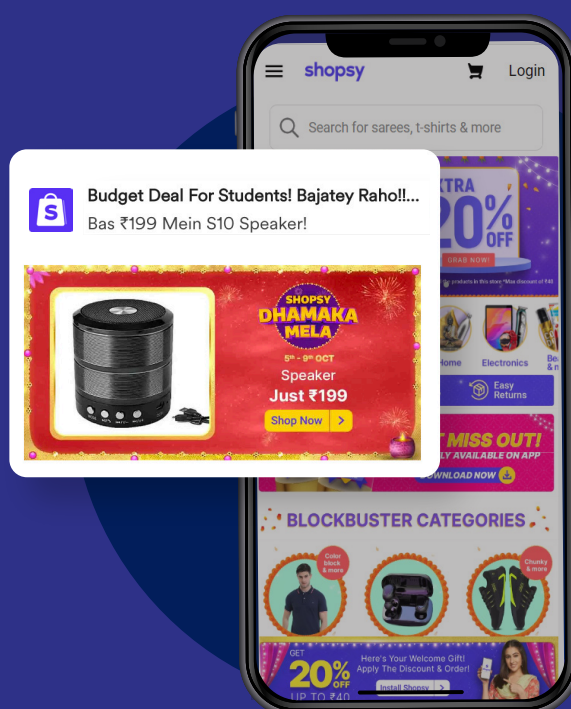
While setting a timer on some of the offers and marking some others as exclusive, the Shopsy team was able to induce a fear of missing out and nudge them to complete their purchase cycles efficiently. Due to this, the **conversion rates** saw a **200X** increase in a matter of **nine months** (i.e., January to Sep 2022)! Additionally, there were also useful in Abandoned Cart Campaigns (ensuring a drop in cart abandonments).

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2. Communications Based on Customer Preferences:

The Shopsy team used MoEngage to implement Flows to focus on multiple campaigns based on their analysis of customer preferences. The campaign involved creating behavior workflows that triggered communications based on actions and events performed by the customer. These included purchase as the conversion and nudging the users for better engagement and conversion.

Enter

Entry condition — has executed addtocrat atleast 1 time

Audience — All Users

Entered : 42.3M

Wait for fixed time
Wait

Current : 197.4K   Entered : 42.3M
Drop off : 62.9K
Exit with conversion : 0

Has done event
Has doen event

Current : 0   Entered : 42.1M
Drop off : 0
Exit with conversion : 0

Yes
41.5M(99)%

No
600.3K(1)%

Has done event
Has doen event

Current : 0   Entered : 41.5M
Drop off : 0
Exit with conversion : 0

Exit

Exited : 600.3K

Stage ID : Pnd_BVaZFB

Yes
3.7M(9)%

No
37.8M(91)%

Exit

Exited : 3.7M

Stage ID : DZBBrWtKez

CA4hrs
Push

Current : 0   Entered : 37.8M
Drop off : 0
Exit with conversion : 0

Impression :   19.1M

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Using MoEngage Flows, Flipkart's Shopsy was able to achieve a **300X conversion uplift** over the span of **nine months** (i.e., January to October 2022), including a **CTR uplift** of **over 9X**. Even the overall retention rates saw an **uplift of 2X**.

Additionally, using MoEngage's Smart Trigger campaigns, the Shopsy team clocked over **200X uplift** in both their **CTR** as well as **CVR**, during the same time period!

3. Granular Segmentation to Optimize Customer Engagement:

Deep-level of segmentation to run action-oriented campaigns using MoEngage's RFM capabilities contributed significantly to Shopsy's bottom line. The algorithm automatically splits the number and percentage of users under each segment, therefore making it exceptionally easy for the campaign manager to launch a campaign targeting the exact required customer segment.
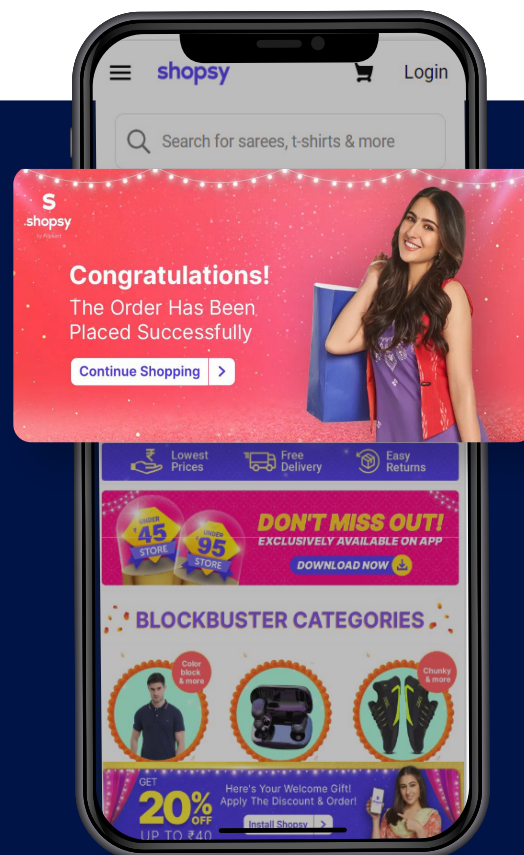
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The E-commerce brand observed healthy and stable growth in its overall engagement and marked a **200X increase in purchases** from January 2022 to September 2022. The number of monthly active users (i.e., MAUs) also effectively tripled in those six months, as well as marking substantially higher retention rates for every customer cohort!

A well-rounded customer experience requires holistic communication across all channels, be it, Whatsapp, push, In-app or SMS. Disconnected messaging is bound to negatively affect the customer's experience. To avoid convoluted and inconsistent communication, it's important to opt for an omnichannel approach.

With MoEngage, Shopsy stitched the entire user journey together to get real-time insights into their customers' behavior based on short-term user actions rather than choosing a spray-and-pray approach that can often lead to pseudo-view. This helped Shopsy successfully build a complete, unified map of customers across mobile moments to help them engage better with their audience.

Events for RFM (Recency, Frequency, and Monetary) Analysis

Recency Event	App/Site Opened ▾	0 Filters
Frequency Event	☑ Use the same event as Recency	
Monetary Event	purchase ▾	0 Filters Revenue Attribute utm_source ▾

Show analysis for

◉ All users   ○ Filter users by

☐ Exclude Users

| Analysis Model (?) | RFM ▾ | Date Range | 31 Aug 2022 - 30 Sep 2022 📅 | Apply |

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Big Billion Days (Sep 3rd to Sep 30th, 2022)

With the help of MoEngage's custom segments feature, event-based segmentation, analytics, and personalization capabilities, Shopsy was able to disseminate over **5X** more Push and **100x** more In-App campaigns versus their usual monthly quota during their flagship, **Big Billion Days** sale. Additionally, the E-commerce brand also broadcasted WhatsApp connector campaigns during this time period using MoEngage.
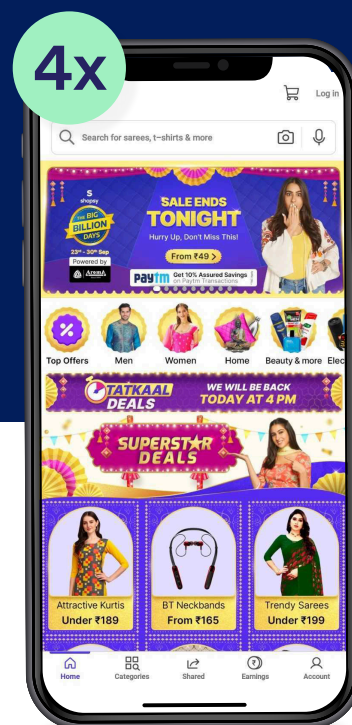
Owing to rigorous marketing campaigns, spanning multiple channels, and ground-breaking deals, Shopsy clocked a **4X uplift** in conversions and brought new users to the application!

5x

100x

4x
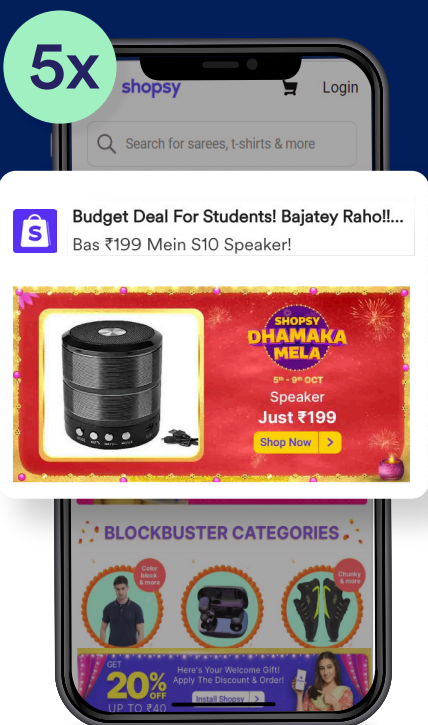
Push

In App

App Offer

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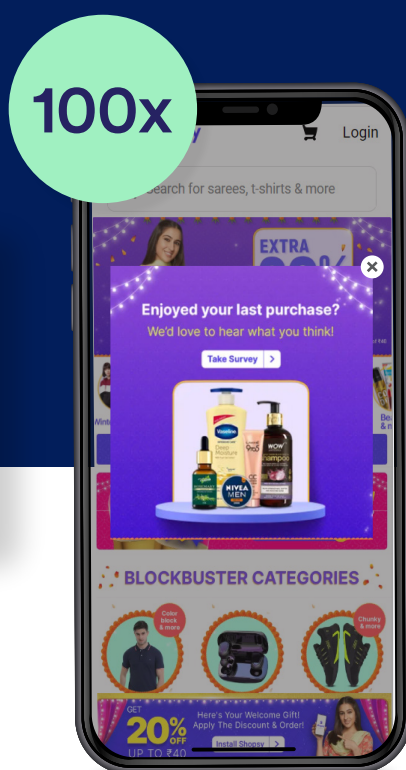
Results

300x
Shopsy achieved a **300X** conversion uplift over the span of ten months, including a CTR uplift of over **9X**

2x
Overall retention rates saw an uplift of **2X**

3x
Shopsy clocked an uplift of **3X** in the stickiness value from January to September 2022

200x
Shopsy observed a **200X** increase in purchases over the nine months

5x
During the Big Billion Days, Shopsy disseminated **5X** more Push and **100X** more In-App campaigns than their monthly quota.

4x
Shopsy clocked a **4X uplift** in conversions and brought in new users to the application during the Big Billion Days sale

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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 Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for our solutions. MoEngage recognized as a Strong Performer in The Forrester Wave™ Q3 2021 report–Cross-Channel Campaign Management.

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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