

Jimmy Brings Grows Revenue by 2.6X Using Affinity Segmentation



About Jimmy Brings

Jimmy Brings, Australia's largest on-demand alcohol delivery service, provides alcohol delivery services to consumers across Australia. This alcohol delivery brand serves top drinks from a curated list to more than 800K of happy customers. Even though top cities in Australia have other alcohol delivery brands, Jimmy Brings stands out to all its customers because it promises to deliver products ready-to-drink in minutes.

To learn more, visit www.jimmybrings.co



2.6x

Growth in revenue

2x

Increase in new customers

34.8%

Growth in DAUs

Customers Located Across Different Cities

Jimmy Brings' customer base is positioned across six states across Australia (and growing), and its product catalog is localized in some states. As a result, the Jimmy Brings marketing and product team needs to showcase suitable products for customers in those states. This necessitated that the team understand their customers' demographics and purchase history and segment them accordingly. However, their current segmentation approach was limited and manual.

Jimmy Brings' marketing team decided to onboard a platform that allowed:

- ✓ to analyze and segment customers based on various attributes
- ✓ to enable them to create automated customer journeys based on customer behavior and attributes
- ✓ to A/B test on campaigns

Jimmy Brings' team wanted an insights-led customer engagement platform to:

- ✓ improve engagement and surpass industry standards for open rates, click-through, and conversion rates, along with low unsubscribe rates
- ✓ retain customers by providing relevant and personalized content



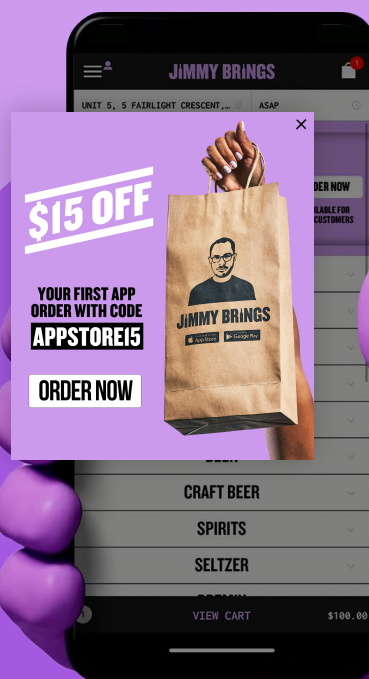
MoEngage has allowed us to reach our customer base and communicate to them effectively and on time. It is one of the major platforms we use to keep customers engaged throughout their lifetime journey with the brand while also allowing us to collect valuable customer insight. As the brand evolves, we want to ensure that content remains relevant, and MoEngage's personalization capabilities enable this.

Angela Lo

CRM Manager, Jimmy Brings

Exceptional customer service helped Jimmy Brings to consistently score an NPS of over 80

Jimmy Brings has been offering convenience to its customers in every word. Aside from the fast delivery service, Jimmy also provides extra items such as snacks, mixers, ice, and (hangover remedy) paracetamol. The downloadable app is free on both Android and iPhone. The app is easy to navigate, and the checkout process is quick - just like the delivery time! Customers can track their orders on the app and contact their driver if required.



Hyper-personalized Engagement using Affinity Segmentation

The team was gearing up to create new promotional campaigns, including the summer period and occasion-based, e.g. Valentine's Day, Mothers Day, Fathers Day, and product or supplier specials, they wanted to engage customers more.

After much deliberation, the team decided to employ MoEngage customer engagement platform because of its intuitive, omnichannel approach. Their new strategy was to create two different campaigns to cater to two different aspects - customer journey and exclusive seasonal offers.

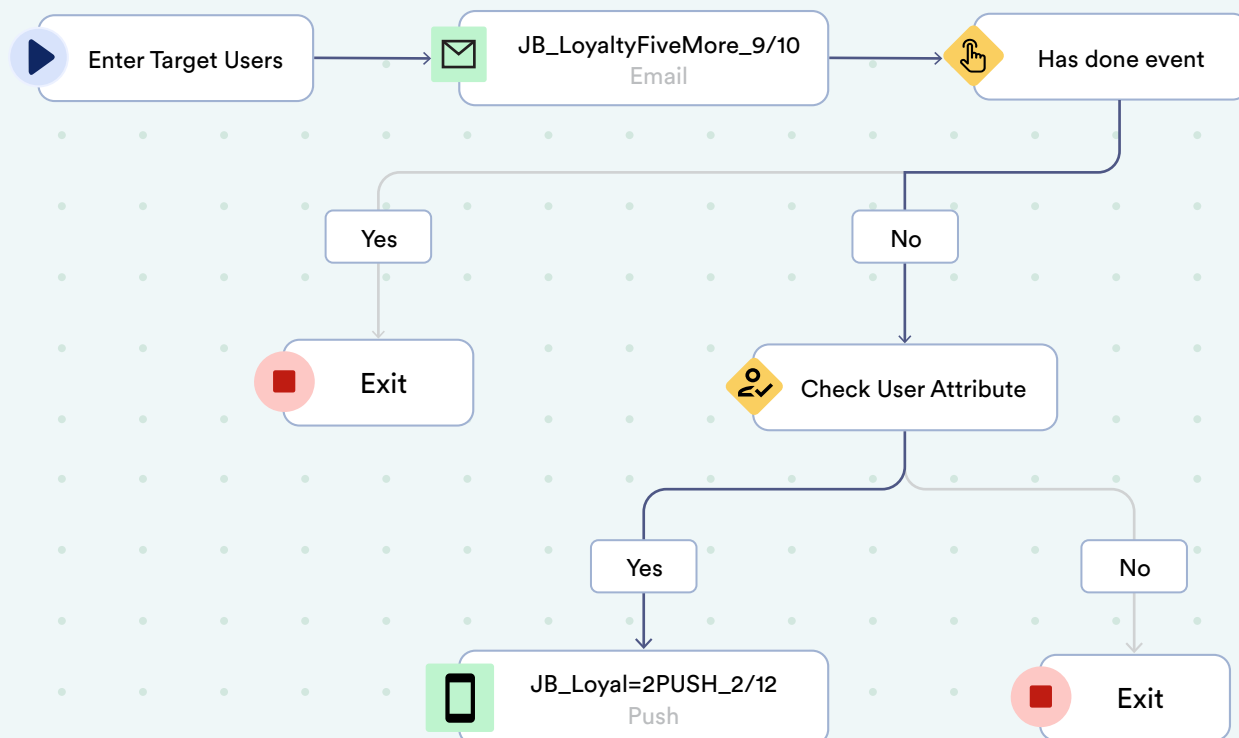


Journey-based Campaigns

As Jimmy Brings' team wanted to communicate to their customers across email, website, and app, they first decided to understand customers' purchase flow and segment them accordingly for different campaigns.

The team segmented customers based on:

- **Locales**
(i.e., geography)
- **Activity**
(i.e., purchase in the last 180 days or active on the app in the 180 days)
- **Behaviour**
(i.e., loyal, dormant)
- **Purchase Behaviour**
(i.e., drink preference - wine, beer, whiskey etc)



Once the segmentation was complete, the team planned to build out journey workflows. With MoEngage's Journey Flows, Jimmy Brings' team could automate customer journeys that form a large portion of their customer engagement strategy. These journey workflow campaigns include welcome or onboarding, loyalty, and reactivation.

From the time customers onboard with the brand to becoming loyal, i.e., customers who have made more than several orders, the team engages them based on their preferences and ongoing offers. The team moved them to loyalty messaging that focuses on engaging customers based on their number of transactions and sent automated communication to drive customers to finish at least seven orders to get their eighth order free of cost.

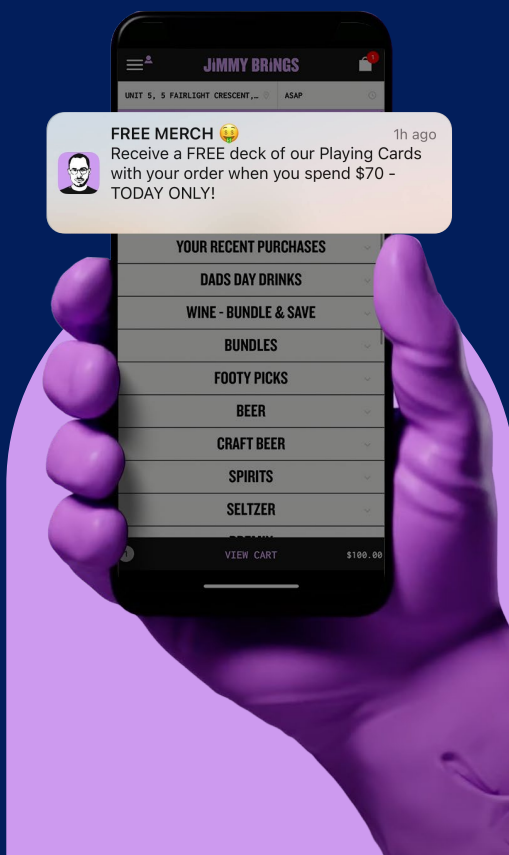


Seasonal and Exclusive Campaigns

Apart from this, the team also utilized this segmentation approach for some seasonal, exclusive campaigns. For instance, in their latest campaign for Summer (Nov 2021 – Jan 2022), they created various segments to an engagement workflow that included push notifications and email as their core engagement channel. The team sent out 100+ push notifications and emails over campaign period, allowing customers to use various seasonal offers.

Another such exclusive campaign was 'Cooking with Jimmy' last year, where the team focused on showcasing wines to be paired with different foods. The team segmented customers who prefer wine and triggered exclusive emails to these customers using the 'best purchase day'. The team have since experimented with 'best time to send' coupled with 'best purchase day' to make the engagement even more meaningful and timely.

These exclusive campaigns were critical for the brand to ensure the content was sent to the relevant customers at the right time and channels.





**Relevant Segmentation
Improves Overall CVR**

7%

Improvement in product stickiness

12%

Increase in CVR

9.5%

Increase in CTR

44.7%

Monthly average BTS uplift in CTR

53.4%

Monthly average BTS uplift in CVR

MoEngage products used by Jimmy Brings

[Mobile Push Notification suite](#) |
 [Customer Journey](#) |
 [Sherpa](#) |
 [Best Time to Send](#)
[In-App and On-site](#)

About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO*, 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 monthly customers. With offices in ten 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.

Get a demo of MoEngage today!