

Landmark Group Takes the Lead in the GCC during White Wednesday Sale

White Wednesday & Landmark Group

White Wednesday is the biggest online sale period of the year which is the best time for the eCommerce arm of Landmark Group to increase new subscribers, customers, purchases, and revenue. The November 2019 sale was such a success that just one of the concepts in one region saw:

80,000+
sale purchases

40,000+
non-sale purchases



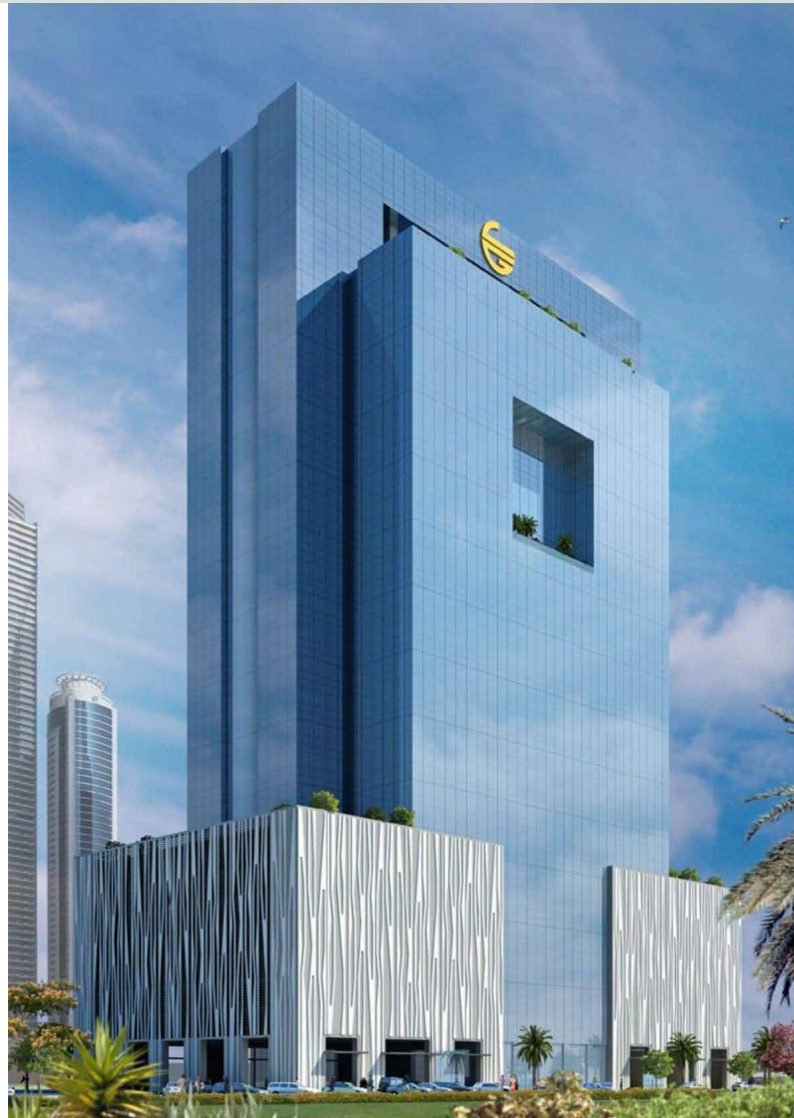
56% Uplift
In Purchases

35% Uplift
subscribers and
purchasers across a
span of 28 days

65% Retention Rate
of subscribers and purchases

About Landmark Group

Landmark Group started in 1973, is one of the largest retail and hospitality brands in the Middle East, Africa, and India. The Group operates over 2,300 outlets offering over 50 world-class brands across 22 countries. As well as bricks and mortar, the Group also operates the largest e-commerce business and loyalty program Shukran in the region. They offer a diverse range of concepts including clothing, footwear, home improvement, wellness, food, and hotel brands in addition to Shukran, the largest loyalty program in the region.



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What they say about MoEngage

“White Wednesday was a critical online sale period for us at Landmark Group in order to increase our databases overall and The ability to contact our customer base using behavioral driven, personalized, event-based content in a reactive and agile manner using MoEngage's Push Amplification was crucial to the success of the sale. The dedicated support we received from the team at MoEngage during this period was non-comparable and was key to the success of exceeding our target”.



Claire Adshead

CRM and Retention Manager, Landmark Group

The Challenge

For White Wednesday Sale 2019, Landmark Group wanted to encourage app purchases and improve app conversions. The White Wednesday campaign's core intent was to ensure maximum offers and discounts were utilized by the app users.

Goals

- Improve early repeat customers
- Improve customer lifetime value and basket size
- Increase app conversions with the use of a customer engagement tool



Customer engagement tool

Due to the sheer amount of volume of campaigns and amount of customers engaging with the websites and apps, for any touchpoint with the customer, app conversions being one of our main priorities, to ensure the success of the sale the Group employed a customer engagement tool to optimize app conversion. The following were key success measurements:

- Campaign deliverability various mobile/smartphone brands
- Delivering the right message to the right customer at the right time with the use of automation, behavior, personas, and personalized messaging.



The Solution

The team at MoEngage worked extensively with the Groups CRM and Retention team before, during and after the sale advising them to run specific White Wednesday focused offers using **in-app and push notifications** to attract and engage app customers in order to reach and engage more customers. Campaigns were successfully deployed using the following:

- Segmented campaigns targeting new and existing customers based on **real-time event triggers** such as purchase, product search history, add to cart, add to favorites, etc.
- Offering seamless customer journey logic with the use of **flows**.
- Amplifying push notification deliverability using **Push Amplification +**.
- Sending personalized messaging for a product recommendation with **Dynamic Product Messaging**.



Building a robust campaign strategy

App activation and notification opt-in

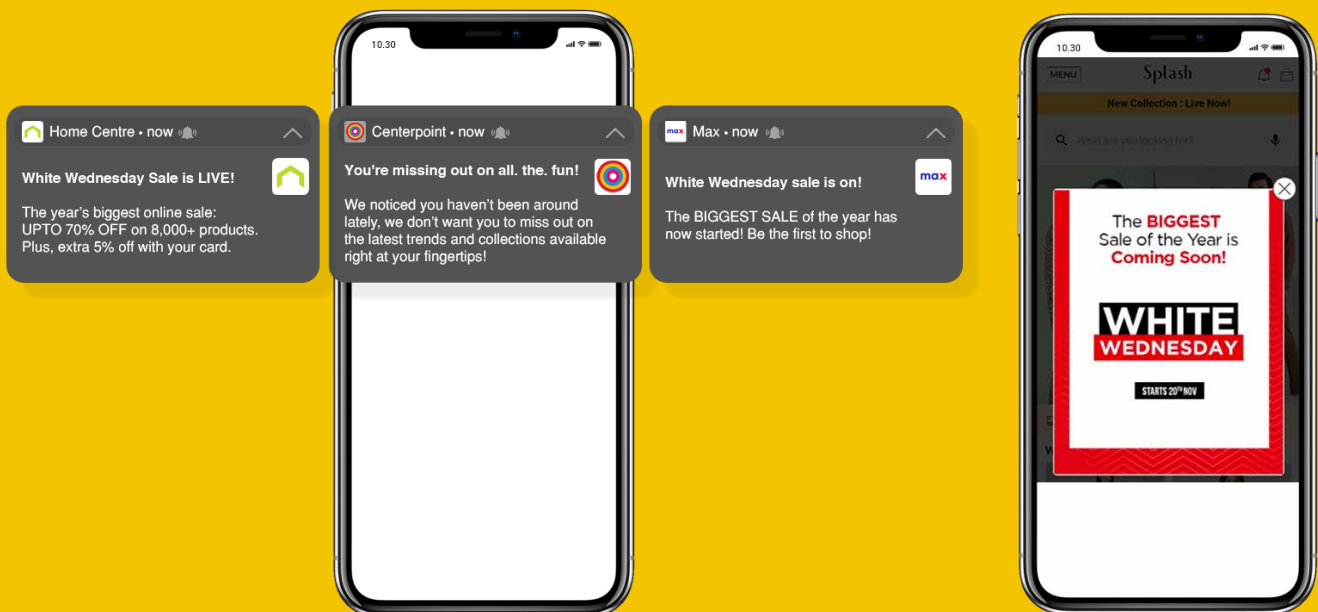
The strategy for the presale week promotion was to encourage existing app users to opt-in for push notifications during the sale and beyond, and to promote inactive customers to engage with the app and entice with attractive offers.

In order to increase push notification opt-ins, the CRM & Retention team opted to send in-app notifications adopting different strategies for Android and iOS users. The team further broke this down using MoEngage segmentation such as purchase history and search history.

For customers who had already opted in to receive push notifications, but had been inactive, White Wednesday specific lapsing communications were sent highlighting the benefits of engaging with the concept in question.

For customers who have opted in to receive notifications and have been active, this segment was targeted with communications such as promoting the use of wishlist functionality within the app, slashed prices and gifting.

Examples



Sale promotion week

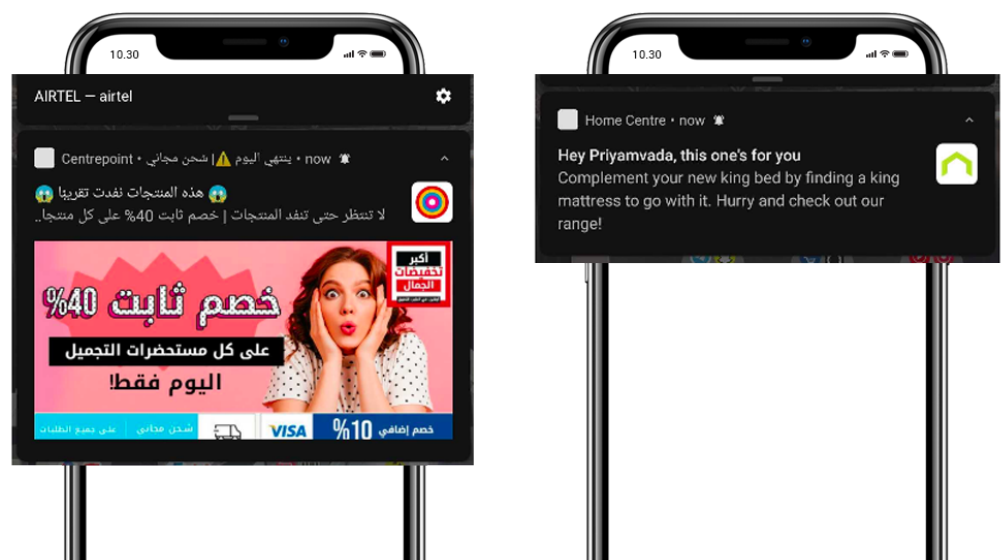
After the pre-week sale promotion using general push notification, the CRM & Retention team created an end-to-end push notification campaign workflow using MoEngage **Flows**. The strategy for this Flow campaign was to use an event analysis approach instead of a direct-purchase analysis approach because the event approach monitored customer's actions at an event level. Also, this approach offers a better understanding of the customer's actions and their intent to purchase.

Using Flows, the Group mapped-out the campaigns based on their hourly offers and discounts on various apparel, footwear, home & living products. However, these notifications were further drilled down based on the wishlist items added a week before, event actions and historical purchase and search data. Also, these push notifications were personalized and localized to ensure customers' preferred language was maintained using MoEngage's **Dynamic Product Messaging**. So if a customer bought footwear from a particular brand then related footwear was sent with slashed rates.

Cross-sell and upsell products

The Group's team decided to use the data monitored over a period of two weeks and utilize that data to cross-sell and upsell products. To optimize this, multiple customer events like product view, notification view, and clicks, items added to cart were considered. Also, while the customers were purchasing an item, the brand showcased related and similar items to cross-sell and upsell products during check-out. So if a customer bought a king-sized bed then 'buy a mattress at 50% discount' message was sent.

For this week's promotion, the team also utilized a great re-engagement tactic that reinvigorated dormant customers and accelerated retention. The brand decided to send General Push Notifications to incentivize customers with an exclusive discount or offer a reward for taking a short customer experience survey.



Results

Amplifying conversions by reaching more customers

MoEngage's Push Notification campaigns have the capability to amplify the deliverability rates with Push Amplification + Landmark Group's team observed 30% higher delivery and engagement rates on all its communications. The increase in the push deliverability rate helped the brand to witness a spike in the conversion rate, which up to 5%.

The event-based segmentation ensured that the brand was able to reach the right customer with the right offer. Similarly, using Dynamic Messaging relevant personalization was offered to customers for repeat purchases. This ensured that the engagement rate improved and the customers were able to purchase the right products at the right price.



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What Landmark Group Has to Say About MoEngage

“MoEngage has truly helped us bring our automation to the next level, allowing us to improve our customer engagement across the Landmark Group apps and sites. I'm excited to continue the journey of data-driven communication to further extend our customer lifetime value and retention with our ambition to make the 2020 White Wednesday sale groundbreaking”.

Claire Adshead

CRM and Retention Manager, Landmark Group

About MoEngage

MoEngage is an intelligent customer engagement platform, built for the mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, and SMS, with auto-optimization towards higher conversions. Fortune 500 brands across 35+ countries such as McAfee, Samsung, Tokopedia, Traveloka, and Airtel use MoEngage to orchestrate their omnichannel campaigns. MoEngage has been featured on Gartner's Magic Quadrant for two consecutive years and is the youngest company on the list alongside giants such as Salesforce, IBM, and Oracle. It is also the highest-rated mobile marketing platform in 2019 Gartner Peer Insights 'Voice of the Customer' Report.

Read More About MoEngage's Push Notification ► [Here](#)



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