moengage | lifestyle

Lifestyle Improves Customer Retention by 30% Using Dynamic Engagement Strategy

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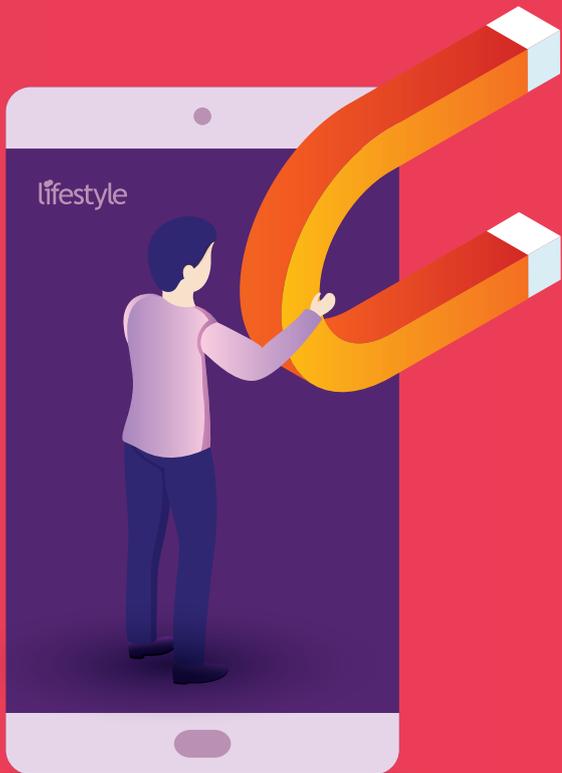
About Lifestyle from Landmark Group

Lifestyle is India's leading fashion destination for the latest trends. Part of Dubai based retail and hospitality conglomerate - The Landmark Group, Lifestyle brings multiple categories including apparel, footwear, handbags, fashion accessories, and beauty under the convenience of a single roof. Lifestyle provides seamless and hassle-free shopping, offering leading national and international brands along with the convenience of a true omni-channel experience with its online store lifestylestores.com. With features like Click & Collect, Lifestyle offers a true omni-channel experience to its customers. Introduced to facilitate better service and provide its customers with a simpler and faster shopping experience, the lifesylestores.com app is available for Android and iPhone users.

Currently, Lifestyle has a network of over 80 stores across 44 cities, delivers to over 19000 pin codes, has over 15K walk-in buyers, and more than 1 million app customers. The brand is a recipient of numerous awards and accolades, including Most Admired Fashion Retail Destination of the Year at Images Fashion Awards for 5 consecutive years; No. 1 India's Best Company to Work for in the retail industry for 2 consecutive years and Top 10 Best Companies to Work for in India in 2015 - Great Places to Work Institute®.

HIGHLIGHTS

4X	170%	20%	30%
Boost in Conversion Rate	Shorter Conversion Time	Decline in Cart Abandonment	Improvement in Retention Rate

What They Say About Us

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MoEngage powers our end-to-end strategies for customer engagement, retention, and user journey mapping. It has helped us to reduce our cart abandonment by 20% and improved the retention rate by 30%. Real-time trigger campaigns and messages have proven to increase our key KPIs such as conversions to as high as 4X in some cases. We are constantly identifying new opportunities for improvement and growth using MoEngage.

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Joydeep Das
Lead Digital Marketing, Lifestyle International Pvt. Ltd.

★ ★ ★ ★ ★

THE CHALLENGE

Mobile app has emerged as an indispensable channel in any shopper's journey today. Being one of the top retail outlets in India, Lifestyle was early to notice this shift. They also noticed that for their own brand, the majority conversions were occurring on the app instead of mobile or desktop sites. To fuel this shift, Lifestyle's marketing team was driving both organic and paid customer acquisition on the mobile app. Google and Facebook worked really well as paid acquisition channels.

However, the team observed that even with more than 1 million app installs, their current active user base on the app was only 15K. This was due to two gaps:

- A large number of users are inactive after opening the app for the first time, and

- A significant number of users drop-off after search or adding products to the cart.

This dormant behavior of app users was affecting the overall conversions, which further influenced the ROI.

GOALS

Boost the monthly active user base

Increase the in-app purchase rate

Reduce user drop-off by improving conversions

Improve user engagement

Solution

After revisiting the current strategy, the team resolved to implement a purchase funnel-based engagement strategy. This approach would ensure that the user is engaged at every step of the purchase funnel eventually driving towards conversion.

To establish this strategy, the team had to employ a more intuitive engagement platform and that went beyond just marketing automation.

The brand wanted a customer engagement partner that was dynamic, flexible, and easy to use and decided on MoEngage. After exploring the MoEngage platform thoroughly, Lifestyle's marketing team knew that the tool could help them with end-to-end customer engagement.
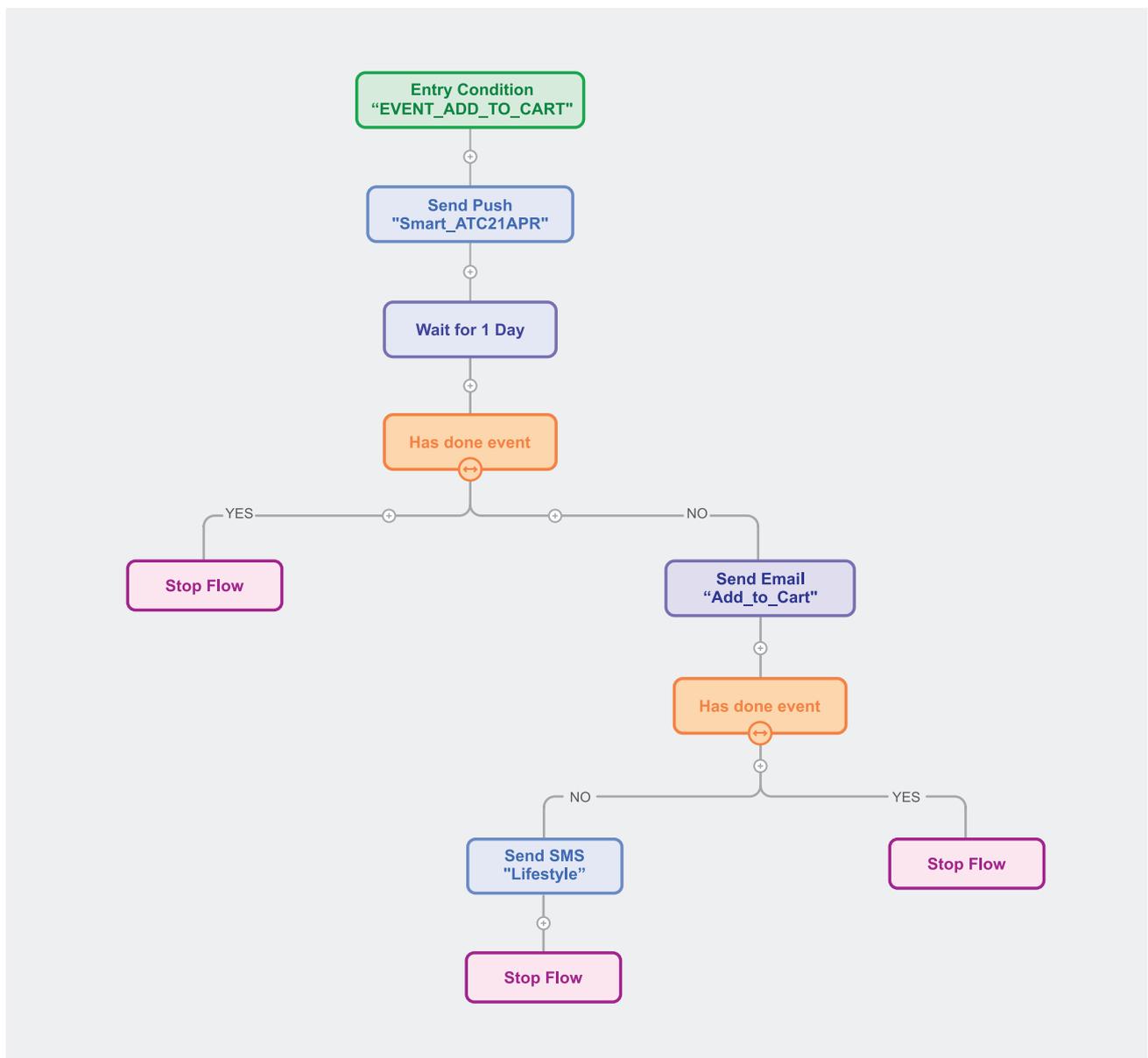
*Example of an event-based flow campaign ran by the brand.

Step-by-Step Funnel Segmentation Determines Drop-offs:

The marketing team first analyzed user drop-offs at each stage of pre-purchase. Using this analysis, the team was able to determine the stages where the users were dropping off from the app. The team also utilized MoEngage's RFM Analysis to identify the right segments of target audience to focus on—such as price-sensitive customers, loyal customers, and lost customers.

Based on this data, the team started segmenting users based on the purchase funnel, and looked at different stages such as "App Open", "Product View", "Checkout" and more.Users were grouped based on those stages, and further sub-grouped based on the drop-offs stages.

drop-offs

app install → app open → product view → add to cart → checkout → payment complete
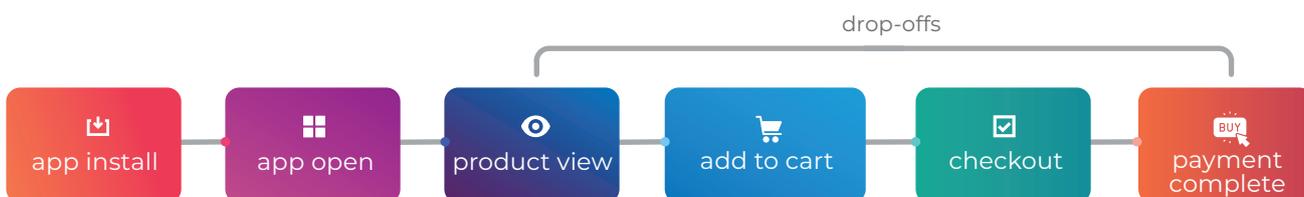
Personalized Engagement Boosts Monthly Active Users

Once the segmentation was in place, the team's core strategy was to target abandoned (drop-off) customers. To activate and drive these customers to invest more time on the app, the team created personalized smart-triggered campaigns. These campaigns were designed based on customer journeys of new and existing customers.

Every message was personalized based on customer relevancy and preferences. In case the customers were unresponsive to the communication, the team re-targeted them on Facebook using MoEngage Connectors. The brand could share personalized content on social channels and helped drive customers back to the app. The team also targeted uninstalled users on Facebook by sending follow-up products to purchase. Overall relevant communication allowed the brand to increase MAUs and sessions on the app.
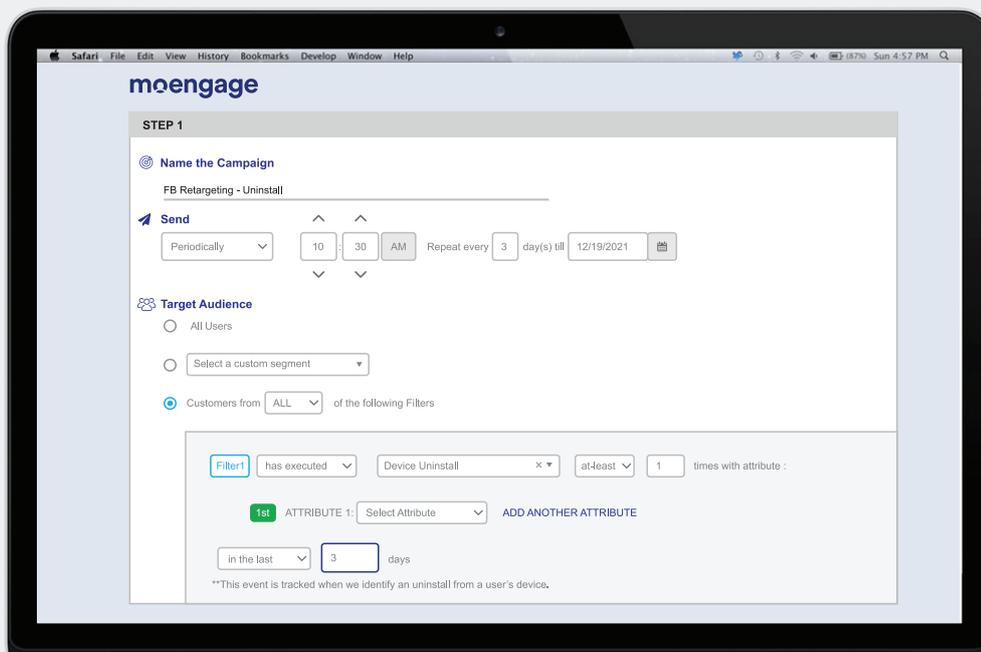
Funnel-Based Campaigns Improve Purchases

The identified user groups were then added to the omnichannel flow campaigns ensuring customers were engaged at every step of the funnel. Using MoEngage Flows, the team triggered smart communication across multiple channels such as email, push notification, and SMS based on users' funnel stages. for users to complete the purchase within a day's time.
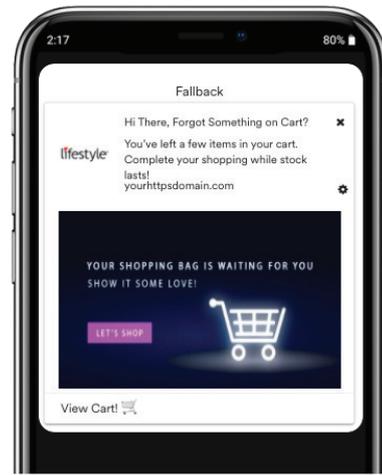
This smart-trigger ensured that users were receiving the relevant message based on the funnel path. These messages had exclusive coupons for users to complete the purchase within a day's time. This approach drove the users to complete the desired action sooner, thereby ensuring the purchase cycle was complete.

app open

product view

User A moved till the "Add To Cart" stage but didn't move to the "Checkout" stage of the funnel.

User A

add to cart

checkout

BUY

The campaign triggered a real-time push notification with a unique coupon code driving User A to complete the purchase.

In case, the user missed or did not engage with the push notification, after an hour, an SMS with the same coupon code was sent encouraging purchase completion.

Similarly, inactive users were re-engaged using look-books and on-going trends to bring them back on the app. Later these users were moved to the next stages of the funnel.
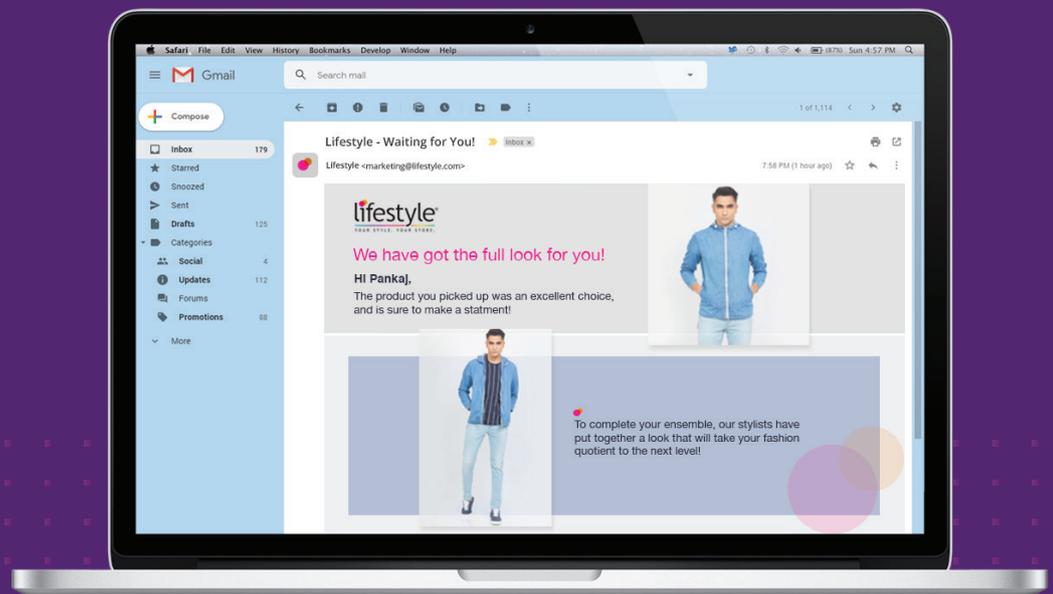
Results

Lifestyle was able to identify their users' behavior and activity across the app. This overview helped them understand various user events and allowed them to create a step-by-step funnel campaign. This campaign helped the marketing team to **improve the conversion time to 15 minutes which earlier went up to 14 hours to 2 days.** This funnel campaign allowed the brand to notice a 4X increase in their conversions from the "Add To Cart" to the "Payment Complete" stage.

Using relevant product messaging on push notifications and SMS with **real-time triggers allowed the brand to reduce cart abandonment by 20%.** Also, smart segmentation with **dynamic campaigns enabled the brand to re-engage with more users thereby improving the retention rate by 30%.**

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. 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. The 4.5 rating on review platforms made it the highest-rated mobile marketing platform in 2019 Gartner Peer Insights 'Voice of the Customer' Report. MoEngage has also been identified as a Strong Performer in Forrester Wave Mobile Engagement Automation 2020 report.

Read More About MoEngage's Segmentation ▸ Here

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✉ hello@moengage.com

🌐 www.moengage.com

🐦 twitter.com/moengage