

How Mamaearth Successfully Increased Delivery Rates by 219%



About Mamaearth

Founded in 2016 by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is Asia's first brand with Made safe certified products that offer toxin-free & natural baby care, and personal care products. Driven by innovation and using the best of nature and science, the brand caters to all personal care needs of young, aspirational, and increasingly conscious Indian consumers.



200+
Products

500
Indian Cities

5 Million
Customers

What they say about us ?

“

As we matured as a D2C brand, our strategy was to shift focus towards customer retention more heavily. We've been able to do this via MoEngage, by leveraging intelligent insights to communicate about products, cashbacks, and offers to our customers in a hyper-personalized manner. The impact of this can be seen across metrics like repeat customers (where we see a 26% increase) and clickthrough rates (a significant uplift of 200% was achieved for some of the push campaigns). MoEngage has proved to be a strong partner in this journey to scale with our brand's growth seamlessly.

Abhishek Gupta

Senior VP, D2C, Honasa Consumer Ltd.

In a short span of **6** years, Mamaearth has created a product portfolio of **200+** products packed with goodness inside, has reached over **5** million customers in **500** Indian cities servicing **14000** pin codes, and is the fastest-growing FMCG brand in India. Mamaearth products are available on www.mamaearth.in, major E-commerce platforms like Amazon, Nykaa, and Flipkart, and over 1 lac points of sales across the country.

The Customer Acquisition Dilemma of Today's D2C Brands

A recent study has revealed that the cost of attracting new customers has increased by almost **60%** in the last five years. A big cause of this hike is the data privacy issues that have cropped up in recent years. With Apple (App tracking Transparency feature) and Google (getting rid of trackers on its Chrome browser) both in the endeavor to limit access to third-party data, it's become increasingly difficult for consumer brands to get pertinent information on their customers to perform targeted marketing.

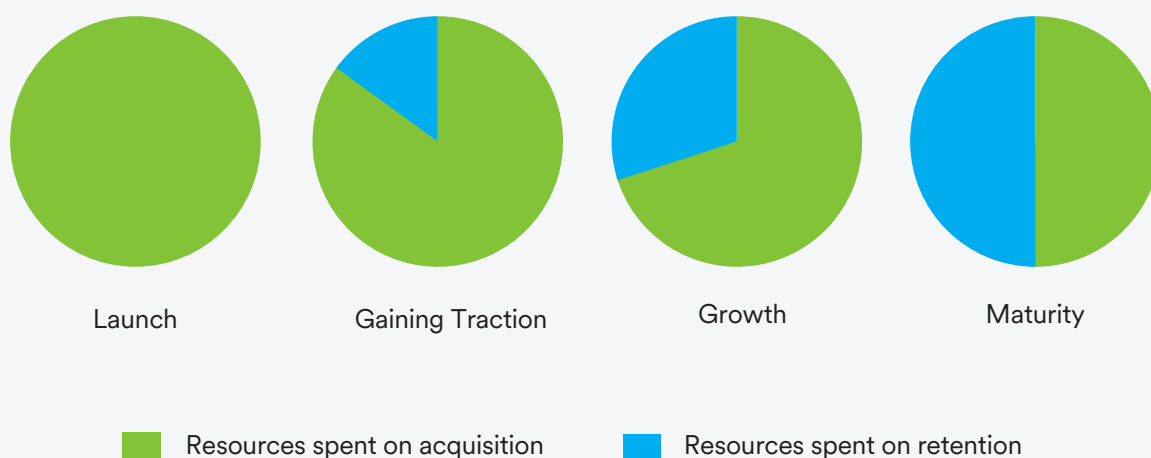
Needless to say, with limited data access, fewer conversations are made. As a result, the cost of acquiring customers elevates. The advertising prices as well become ineffective due to the return on ad spend reduction. So what is the solution here? Since D2C E-commerce is here to stay, what exactly can brands do to avoid falling behind? The answer lies in customer retention!

Customer retention is crucial to brand growth and guarantees sustained profitability. Repeat business from clients is what really fuels a brand's expansion and strengthens its standing in the marketplace. So let's look at how Mamaearth unlocked customer loyalty and retention using MoEngage.

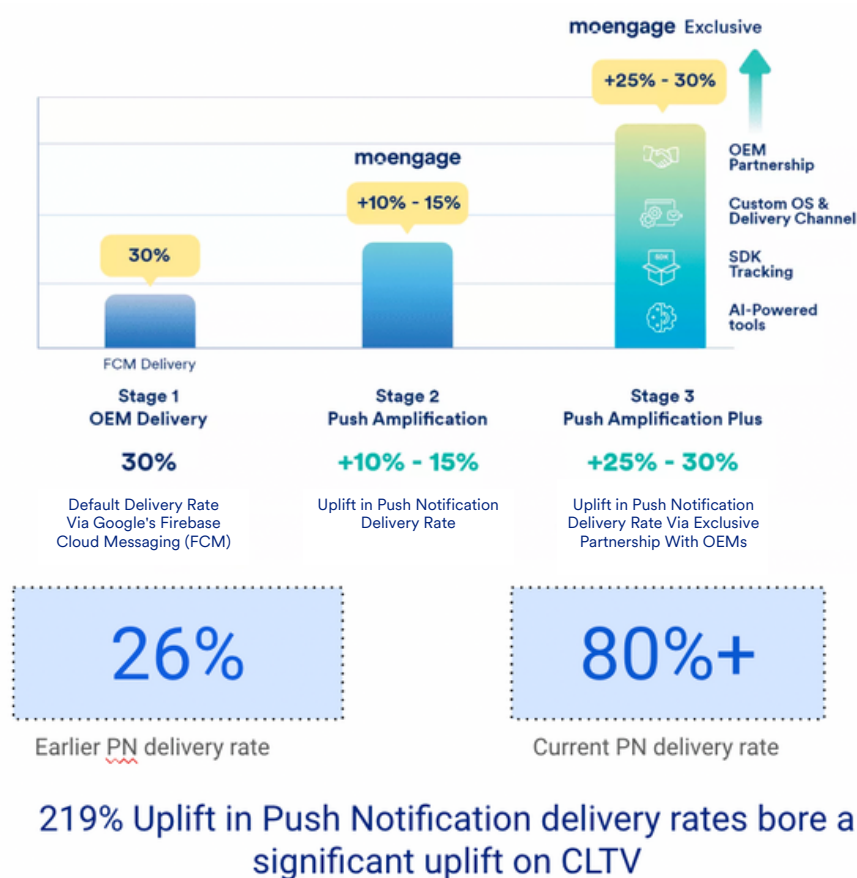
Steps Taken by Mamaearth to Effectively Drive Customer Engagement

1. Increasing Push Notification Delivery Rates:

As Mamaearth matured as a brand, there was a need to make a shift from an initial focus on customer acquisition to customer retention. One of the strategies implemented by the E-commerce brands to do so was improving their user reachability in the form of push notification delivery rates. Using MoEngage's Push Amplification® Plus technology, Mamaearth increased its delivery rates to **83%** from the initial **26%**! This signifies that there was a ginormous **219%** uplift in the delivery rates!



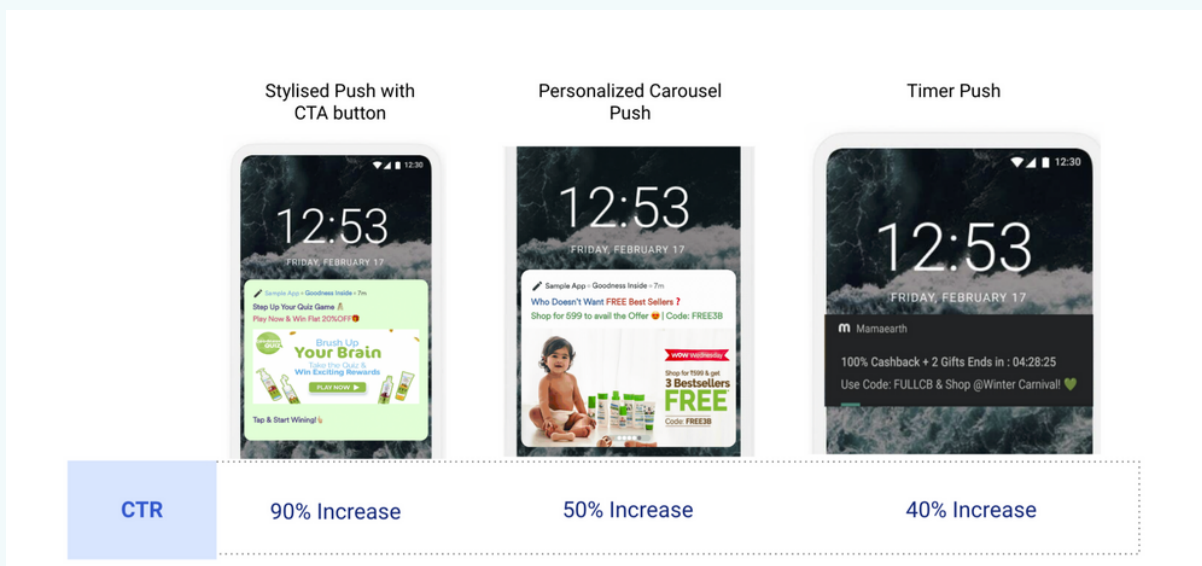
Source: baremetrics.com/blog/customer-retention-rate



2. Implementing Personalization Across the Board:

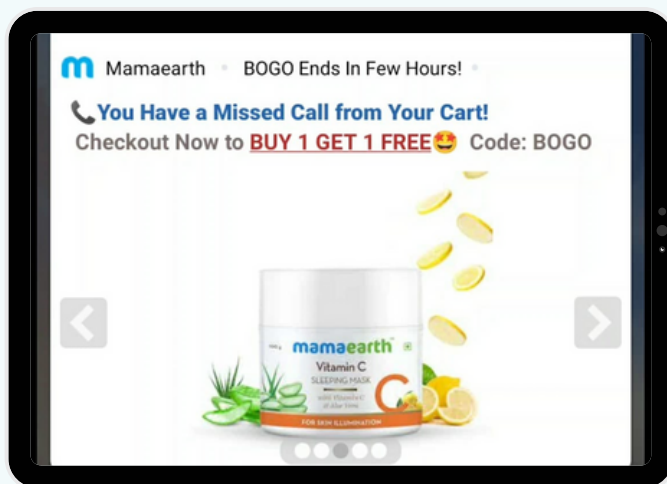
Personalization is essentially a sales approach that is centered towards the customer. Such an approach works best when you focus on particular phases of the buyer journey. An example of this approach is providing exclusive discounts to customers who abandon their carts. Another example is, say, for partially fulfilled orders, sending updates about the remainder of their order and extending an open-door policy for any questions they may have.

Personalization is all about presence. Customers are more likely to engage with your brand in the future when you make it accessible to them at every level of the sales funnel.



Mamaearth created and disseminated a litany of personalized nudges in the form of push notifications using MoEngage by setting up **“post-purchase journeys,”** and the impact on their clickthrough rates was astounding.





Post-Purchase Push Notifications



Email Campaigns

Additionally, using targeted segmentation and hyper-personalization across multiple channels using MoEngage, the Mamaearth team was able to also witness a significant uplift of **26%** in their repeat customers!

Results

219%

Uplift in the push notification delivery rates using MoEngage's Push Amplification® Plus

26%

Increase in repeat customers* by using targeted segmentation and hyper-personalization

By setting up “post-purchase journeys” littered with personalized nudges, the E-commerce brand saw:

90%

Increase in CTRs for stylized push notifications with a CTA

50%

Increase in CTRs for personalized carousel push notifications

40%

Increase in CTRs for timer-based push notifications

*0 to 90 Days Cohort

MoEngage Features

[Push Amplification® Plus](#) | [Customer Journey Orchestration](#)

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 [Customers' Choice Vendor in the Gartner® Peer Insights™ 'Voice of the Customer' Multichannel Marketing Hubs report](#) and a Strong Performer in [The Forrester Wave™ Q1 2023 report– Cross-Channel Marketing Hubs](#).

See how MoEngage's customer engagement platform can power your growth strategy

Get a demo of MoEngage today!