Public Improves its Marketing Automation RoI by **27x** Using Customer Journeys (Flows) and New Engagement Channels

About Public:

Public operates as a pioneering Technology, Home Living & Entertainment Omnichannel Retailer in Greece & Cyprus with more than 100m Omni visits from 61 physical stores and 3 e-Commerce platforms.

Public is a widely loved brand with a unique product portfolio combining innovative customer-centric services and a unique destination to create joyful experiences empowering consumers to celebrate their choices their way.

Key Facts

2,250
Employees

100M
Omni visits

61
Stores

3
E-shops

1.7M
Participants in Public Events Go Social

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Deeper Personalization Backed by Insights Remained a Challenge Before Labrys and MoEngage

Before joining hands with Labrys (MoEngage Partner) and onboarding MoEngage, Public worked with two different platforms to drive customer engagement and retention strategies.

For Public, customer-centricity always remained at the forefront. However, the omnichannel retailer faced several challenges with previous tools:

- ❌ Limited segmentation based on behavior/events
- ❌ Unable to create complex journeys for omnichannel engagement
- ❌ No personalization in communication
- ❌ Lack of real-time reporting

Most importantly, Public wanted to build a unified customer view (across online and offline channels) complete with rich insights to better connect with their customers and generate a higher RoI at a low cost.

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>
> MoEngage empowered us to elevate our customer engagement strategies and have a unified view of our online customers. With its advanced segmentation capabilities, we can craft personalized experiences and engage seamlessly across various touchpoints. Also, the invaluable support from both Labrys and MoEngage has been instrumental in our success.
>
> **Eleni Meziti**
> *Head of Subscription Services & Omni CX*
> *Public Group*

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Labrys and MoEngage Help Public Build Personalized Customer Journeys and Increase ROI

From the onset, Public wanted to enrich its 'One Customer' view and create behavioral segmentation for better engagement.

With Labrys' consultancy and implementation services, Public upgraded from their previous platforms by onboarding MoEngage for:

- ✔ Creating a unified profile
- ✔ Enhancing Segmentation
- ✔ Building and managing Journeys
- ✔ Increasing the number of engagement channels
- ✔ Automating reporting

With Public operating on a massive scale, Labrys assisted them in eliminating silos between data. It helped create an enhanced and insights-driven customer view on MoEngage, pushing this information to Public's single customer view, i.e., One Customer.

Moreover, thanks to MoEngage's versatile integration capabilities, Public could activate more engagement channels, like web push notifications, onsite messaging, Viber, etc. This is more than what was available before on top of the standard email, SMS, and mobile push channels.

This helped the brand create different types of segmentation by slicing and dicing data. For example, Public used MoEngage SDK to create behavioral segmentation for effective campaign targeting.

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"Once Labrys' consultancy and implementation services were over, Labrys Expert & Strategic Services team jumped in and started working with Public teams on their daily operations. Thanks to a well-planned and agile working relationship, in just a couple of months' time, we managed to execute a few customer journeys (Flows) and start adding value by triggering automated journeys who abandon browsing or by recommending upsell/cross-sell items after purchase events."
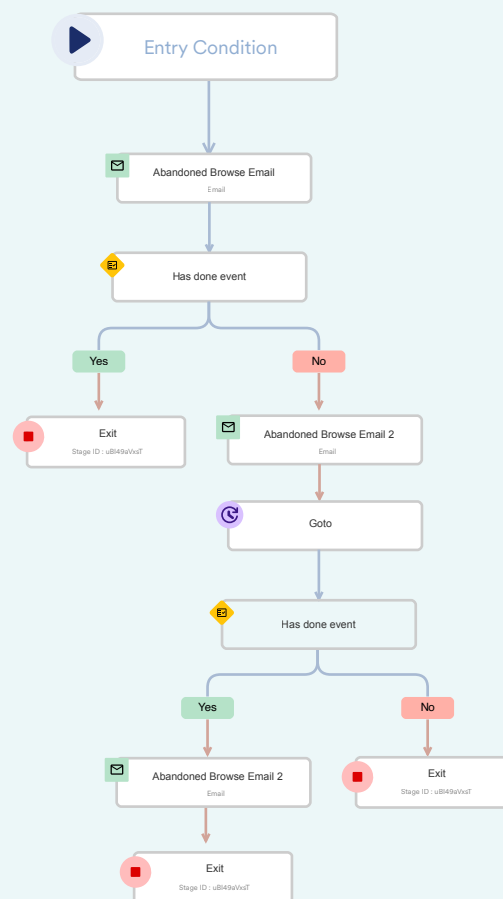
Sinan Gunal
Managing Partner
Labrys (MoEngage Partner)

Furthermore, Public also builds various Customer Journeys (Flows) to drive omnichannel engagement. A few of their best performing customer journeys are:

- ⊕ Browse Abandonment Flow
- ⊕ Post-purchase Flow
- ⊕ Cart Abandonment Flow

Entry Condition

Abandoned Browse Email
Email

Has done event

Yes | No

Exit
Stage ID : uBl49aVxsT

Abandoned Browse Email 2
Email

Goto

Has done event

Yes | No

Abandoned Browse Email 2
Email

Exit
Stage ID : uBl49aVxsT

Exit
Stage ID : uBl49aVxsT

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Public managed to reach millions of customers who were neither identifiable nor reachable before MoEngage implementation via different channels such as web push notifications and onsite messaging. Thus, managed to generate a significant amount of revenue, boosting the marketing automation investment ROI.
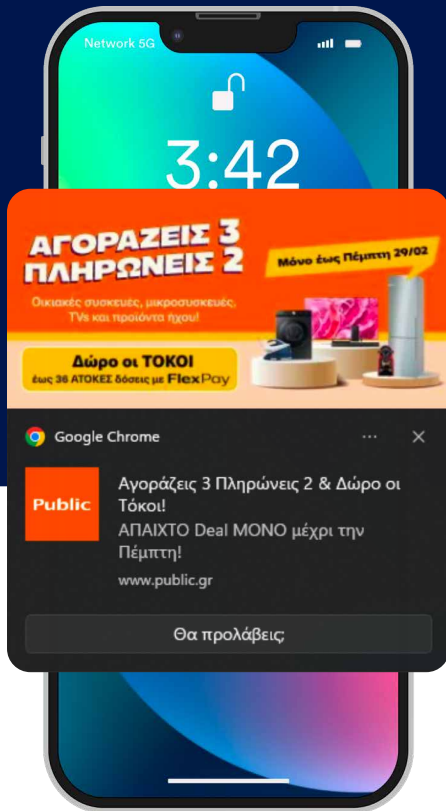
Mobile Push Notifications
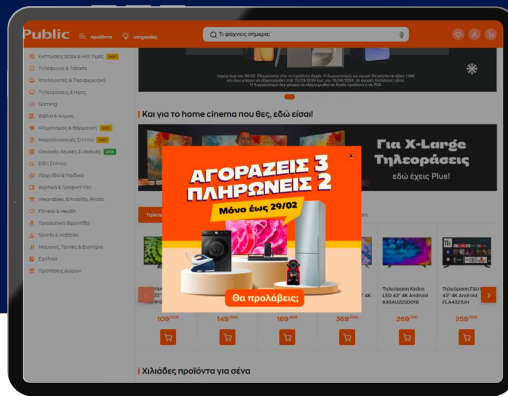
Intelligent On-Site Messaging

Public Improves Marketing
Technology RoI by **27x**

Owing to the segmentation, customer journeys, and personalization capabilities, Public has been able to increase its marketing technology RoI by 27x in the first six months itself after MoEngage implementation.

Additionally, the retailer brand has also been able to create a dashboard on MoEngage platform to analyze all live and historical engagement.
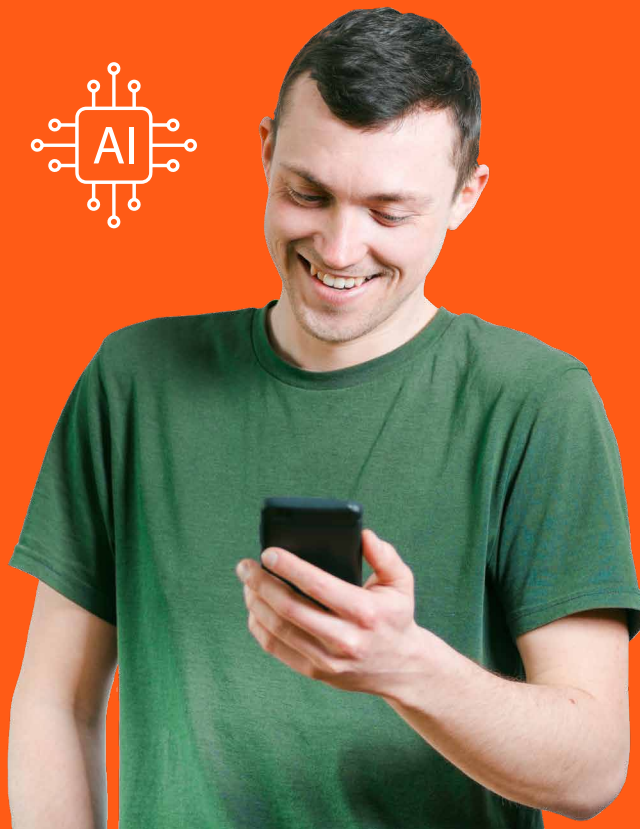
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Public to Explore AI Capabilities

As the next steps, Public will soon start exploring AI recommendations use-cases to drive further engagement. Some of the use cases that they plan to explore are:

+ Post Purchase Automation Flow
+ Cart Abandonment Flow
+ Browse Abandonment Flow
+ Cart Abandonment Popup

The major KPIs that Public will be analyzing for these campaigns through MoEngage are Click Rate, Conversions, and Total Revenue.

MoEngage's Capabilities Used by Public

Customer Journey Orchestration

AI-powered Campaign Optimization

Email Campaigns

Omnichannel Communication

SMS Automation

Mobile Push Notifications

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1200 global consumer brands such as Commercial Bank of Dubai, Mashreqbank, AMC Theatres, GMG, Deutsche Telekom, Samsung, Ally Financial, Vodafone, Landmark Group, and McAfee. 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 users. With offices in 13 countries, MoEngage is backed by Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

Get a demo of MoEngage today!

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About Labrys

Labrys is a new breed of consultancy firm, crafting strategies and implementing technologies in customer data strategy, audience marketing, marketing automation, CRM, contact centers and all other parts of CX (customer experience), while bridging the gaps between marketing and technology, by streamlining strategy & execution with its diverse team consisting of business & technology consultants.

Founded in 2013, Labrys has offices in Dubai, Istanbul & Sarajevo. Labrys acts as a digital transformation & marketing technology agent in Central & Eastern Europe, Turkey, Africa, CIS and the Middle East, undertaking projects on marketing transformation, customer experience, AdTech & MarTech.

Labrys served in 20 countries in 4 continents within 15 different industries and realized over 85 projects until now. In this multinational environment, Labrys delivered success stories in very complex environments for customer experience transformation consultancy, marketing technology selection & implementation as well as expert & strategic services for enabling its clientele to get better returns on their CX technology investments. Labrys serves its clients for CDP (Customer Data Platforms), marketing automation and journey orchestration tools, personalization and content platforms, sales force automation, CRM and service & contact center solutions, while consulting on marketing strategy, modern marketing framework and process design.

Labrys has been recognized as one of the Top 10 Oracle Solutions Providers in 2020 by CIO Applications Europe Magazine and Top50 Most Innovative Companies to Watch in 2021 by CEOViews Magazine. Labrys is also a MarTech Awards winner in 2021 for "Best Use of Data" category & "CX Agency of the Year" in 2022 in Markie Awards.

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